

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, APRIL 25, 1894.

No. 17

## \$5,100

THE Twenty-sixth Annual volume of Rowell's "American Newspaper Directory," which will appear April 30, 1894, will rate the circulation of

THE ST. LOUIS

## REPUBLIC

larger than the circulation of any other morning paper published in St. Louis. The correctness of this rating is guaranteed by forfeits of \$100 by the Publishers of the Directory and

 **\$5,000 by THE REPUBLIC.** 

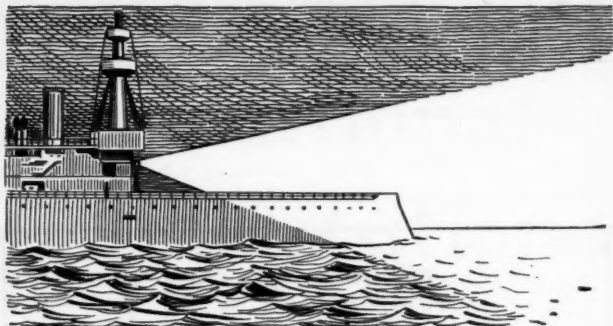
(See editorial in PRINTERS' INK of March 21st.)

NET CIRCULATION FIGURES FOR ANY DAY, ANY WEEK, OR ANY MONTH, ON APPLICATION. QUICK ESTIMATES FURNISHED BY

**THE REPUBLIC,**

OR AT NEW YORK OFFICE,  
146 TIMES BUILDING.

**ST. LOUIS, MO.**



## SEARCH-LIGHT ADVERTISING

Penetrates the homes of the people.

It gets at the people and stays with them.

It is remunerative because it goes down into their pocket-books.



These Local Weeklies enter the households—are read by the children, parents and grandparents.

They open the pocket-books, bringing cash to the advertiser in proportion as the Advertising Search Light is turned on.

They can't help but produce satisfactory returns, for they reach and have the full confidence of the buying country people.

Shall we tell you how to turn the Search Light on the homes of the New England, Middle and Atlantic Coast States?

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**ATLANTIC COAST LISTS, - - 134 Leonard St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, APRIL 25, 1894.

No. 17.

## ADVERTISING FOR WOMEN.

7TH PAPER—DOES IT PAY TO "HUMBUG" THE WOMEN?

*By Virginia Frazer.*

Or, to put it in another form, do women fall easy prey to advertising schemes?

And while I would like to say "no" to both propositions, the result of a somewhat varied experience compels me to think that it depends altogether upon the woman.

Even if it isn't true that most women believe everything they see in print, many of them will—unknowingly, of course—pay a big price for "a bargain."

To illustrate: A certain large "cheap" house in a Western city once took advantage of a few sparks from a neighboring fire falling on their roof to have a big "fire sale," by which they made many thousand dollars. The morning after the fire, which, fortunately for the house in question, was less than half a block away, their establishment was closed "to take stock of damaged goods," which fact was blazoned forth in the blackest of types in every newspaper in town, and the third day women almost fought for places at the counters and eagerly bought muslins and household linens—upon which the hose had been turned down in the cellar—at an actual advance of from half a cent to as much as two cents on the yard—and your humble servant was one of them.

In this case it did pay the advertiser, in hard cash. It was money that he was after, and he got it. Many women, who ordinarily never thought of going to this third-class establishment to trade, took advantage of the "fire sale," and laid in a big supply of "bargains." And wherever women did congregate during that week, the great bargains at So and So's fire sale were an unfailing source of gossip.

This scheme did pay the schemer; that it was only a legitimate (?) way of putting his hand into his customers'

pockets and robbing them, is another side of the question altogether.

Nor did this transaction appear to effect his credit with the general public. Possibly these women never found out that they had been humbugged. At all events the establishment under consideration still flourishes—and schemes.

But, on the other hand, that women do not always take kindly to schemes was clearly demonstrated by a recent event in which I was directly concerned, the object being solely in the interest of the customer.

I was engaged to manage the Christmas advertising for Preston B. Lee, whose store on Lancaster Avenue, Philadelphia, is the Wanamaker's of the West end. My instructions from Mr. Lee were to give the coupon scheme a thorough test.

I began by offering ten cents on the dollar, cash discount on all purchases, inviting the intending purchaser, in big bold type, to "cut out this coupon and bring it with you."

The "ad" was inserted in the West Philadelphia organ, a weekly "family paper," for whose existence no city but Philadelphia could possibly account. The result of the first insertion was that two coupons were presented and redeemed. The second week the space was increased, the offer renewed, and three coupons handed in. We then raised the discount to 20 per cent and had eighteen responses the third week, which number grew to twenty-six the fourth and last week before Christmas. The week following Christmas, Mr. Lee decided to make one last big effort and offered 50 per cent cash discount on all holiday goods, and one solitary individual presented a coupon in half payment.

I learned that those who did present coupons were careful to price the article and decide upon the purchase before bringing the coupon to light. They evidently mistrusted something. The Philadelphia general public either disapproved of this new-fangled idea on the part of an old reliable house of

Quaker ancestry, or they skip the ads in the family organ of the West end. The scheme in this case did not pay.

Mr. Lee had another coupon experience not calculated to strengthen his faith in this method of advertising. He took a generous space in a church paper—another West end organ—in which he stated that the reader, upon presenting the attached coupon, would be allowed a cash discount of 50 per cent on the price of any article in the house during the following week, and received not a single response.

I will add that the space taken in the paper during the Christmas season, was from six to twelve inches, three columns wide, each week, position always being top of first page.

Mr. Lee's transaction was fair and square, but it didn't pay.

Then there is the story scheme in regard to which there has been so much talk recently, pro and con, mostly con.

It has been claimed that story advertisements are a failure, but I have yet to meet a woman—speaking generally—who has ever skipped one of them. There is a fascination about a story that the average woman cannot resist any more than she'd turn a deaf ear to a piece of gossip, and no matter how "mad" she is when she finds out that it is "only an advertisement" yet she always finishes it, "just to see how it turns out," which is the same reason she has for finishing any other story.

I was recently discussing a story ad with a woman of more than ordinary intelligence, and in reply to my query, "Would you have read it had you known it to be an advertisement?" she replied, "Oh, yes, I suppose so; I generally read everything in the papers when I sit down for a quiet evening."

And, as I object to telling only half a story, I will add that she also remarked: "I bought some of"—the article advertised—"to try it, but I don't like it." In this case the story part was more successful than the business end.

There is so much to be considered in discussing this question, but it the first—note that I say first, not chief—object of an advertisement is to be read, then the story is not a failure, for it is read.

A young woman said to me, not three months ago: "An advertisement, was it? Well, it was a pretty story, anyway."

I don't doubt for a moment but what the feeling of chagrin comes not from the fact that the reader feels that she has been tricked, but that she is genuinely disappointed to find out that what she was so interested in was not a real true story, after all.

And there's the bargain table scheme. Many women will buy at the bargain counter articles that they would not have at the same price if shown in the regular stock; and who ever blames the merchant for taking advantage of this fact when he wishes to "work off" undesirable goods, or an overstock? It serves his end and pleases the customer—is a species of humbuggery that works well both ways. There are tricks of the trade in all businesses, which are practiced by all sorts and conditions of houses, and advertising has its share of them. And I think that very few merchants will disagree with me when I say that there are times and seasons when it does pay to—scheme.

#### IOWA.

[The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the last issue of the American Newspaper Directory—the issue for 1894—now in press.]

The most notable features of Iowa as an advertising field are the equitable distribution of population and newspaper circulation, and the possibilities which are thus afforded for concentrated effort.

There is no place of very large population, nor is there any paper of excessive circulation reaching largely outside of the confines of the State.

Nineteen cities and towns have over 5,000 population, as follows:

Des Moines.....	50,093
Sioux City.....	37,806
Dubuque.....	30,311
§Davenport.....	26,872
§Burlington.....	22,565
*Council Bluffs.....	21,474
§Cedar Rapids.....	18,020
§Keokuk.....	14,101
Ottumwa.....	14,001
†Clinton.....	13,619
§Muscatine.....	11,454
*Marshalltown.....	8,914
*Fort Madison.....	7,901
†Creston.....	7,900
*Iowa City.....	7,016
*Waterloo.....	6,674
*Oskaloosa.....	6,558
†Boone.....	6,520
Lyons.....	5,799

Places marked § issue no daily

or weekly credited with over 5,000 circulation; places marked \* no daily or weekly with over 2,500 circulation; places marked † no daily or weekly with over 1,000 circulation.

In attempting to cover the State some say that the Skandinavian papers should receive recognition almost if not fully equal to that accorded those printed in the English language.

The Des Moines *Weekly State Register* is considered by advertisers generally to be the best medium in the State, but the Decorah *Posten* has a very much greater subscription list and sale. The Sioux City *Journal* has the largest daily circulation.

The following is a complete list of all Iowa publications credited with issuing more than 5,000 copies regularly:

Ames.....	Farm and Dairy, semi-m'y	
Cedar Falls.....	Loyal Workman, monthly	8,000
Cedar Rapids.....	Kviinden Og Hjemet, monthly	16,000
	R'way Conductor, monthly	
	Sunday School	
	Missionary, monthly	
	Western Penman, monthly	
Charles City.....	Iowa Teacher, monthly	
	Iowa Temperance Magazine, monthly	5,000
Creston.....	Un'n Co. Progress, monthly	5,000
Davenport.....	Children's Home Finder, monthly	15,000
Decorah.....	Posten and Ad Vernen, weekly	35,138
Des Moines.....	State Register, weekly	
	Leader, weekly	
	Farmers' Tribune, weekly	
	Homestead, weekly	
	Live Stock & Western Farm J'nal, semi-m'y	
	Iowa Legion of Honor Herald, monthly	6,300
	National Sabbath School Teacher, monthly	5,475
	Western Garden & Poultry Journal, monthly	5,000
Dubuque.....	Telegraph, weekly	
Lyons.....	Clinton Co. Adv'r, tri-w'ly	5,822
Ottumwa.....	Press, weekly	5,654
Sioux City.....	Journal, daily	8,127
	Tribune, daily	6,215
	Western Farmer & Stockman, weekly	
Story City.....	Skolen Og Hjemet, semi-m'y	7,524
Vinton.....	R.R. Telegrapher, semi-m'y	
Waterloo.....	Creamery Journ'l, monthly	7,100

In addition to the papers enumerated above, the following is a complete list of all credited with issuing over 2,500 regularly:

Breda.....	Ostriesische Nachrichten, semi-m'y	3,500
Burlington.....	Gazette, weekly	
	Hawk-Eye, weekly	
	Iowa Tribune, weekly	
Cedar Rapids.....	Saturday Record, weekly	
Davenport.....	Democrat (ev'g), daily	
	Democrat, Sunday	
	Iowa Catholic Messenger, weekly	

Des Moines.....	Capital, weekly	
	State Register, daily	
	Leader, daily	
	Leader, Sunday	
	News, daily	
	Mail and Times, weekly	
	Grand Army Advocate, bi-w'kly	
	Iowa T'urf, semi-m'y	73,000
Dubuque.....	Herald, Sunday	
	Herald, weekly	
	Times, daily	
	Times, weekly	
	Telegraph, daily	
Fort Madison.....	Knight's Sword & Helmet, monthly	
Keokuk.....	Gate City, weekly	
Lamoni.....	Saints' Herald, weekly	4,452
Mason City.....	Times-Herald, weekly	2,500
Muscatine.....	News-Tribune, weekly	3,200
Ottumwa.....	Courier, weekly	2,830
Sioux City.....	Embalmer's M'y, monthly	2,500

The favorable distribution and reliability of the local papers are demonstrated by the following list, which embraces all those not included in the foregoing lists, to which a guaranteed circulation of more than 1,000 is accorded:

Alton.....	Democrat, weekly	2,278
Audubon.....	Advocate, weekly	1,400
Belmond.....	Herald, weekly	1,008
Cedar Rapids.....	Western Poultry Journal, monthly	1,500
Centerville.....	Appanoose Iowegian, weekly	1,440
	Citizen, weekly	1,440
Chariton.....	Herald, weekly	1,200
Cherokee.....	Times, weekly	1,337
Clarinda.....	Herald, semi-w'y	2,200
Council Bluffs.....	Home Delight, monthly	1,041
Decorah.....	Republican, weekly	1,671
Des Moines.....	Iowa Signal, monthly	1,600
	Iowa St'te Notes, quart'y	2,000
Dubuque.....	Der National Demokrat, weekly	2,208
Elkader.....	Der Nord Iowa Herald, weekly	1,215
Fairfield.....	Tribune, weekly	1,320
Fonda.....	Times, weekly	1,000
Forest City.....	Independent, weekly	1,000
Fort Dodge.....	Messenger, weekly	1,500
Fort Madison.....	Democrat, daily	1,000
	Democrat, weekly	2,000
Grinnell.....	Herald, semi-w'y	1,176
Guthrie Centre.....	Guthrian, weekly	1,230
Hampton.....	Globe, weekly	1,204
Indianola.....	Advocate-Trib, weekly	1,163
Iowa Falls.....	Citizen, weekly	1,100
Keosauqua.....	State Line Democrat, weekly	1,032
Lamoni.....	Ind. Patriot, weekly	2,040
	Autumn Leaves, monthly	2,419
Leon.....	Journal, weekly	1,080
Manchester.....	Press, weekly	1,920
Mason City.....	Republican, weekly	1,400
Maxwell.....	Tribune, weekly	1,000
Monticello.....	Express, weekly	1,216
Nevada.....	Representative, weekly	1,200
	Lodge, quarterly	1,300
New Hampton.....	Tribune, weekly	1,100
Newton.....	Iowa State Democrat, weekly	1,300
Osceola.....	Sentinel, weekly	1,624
Ottumwa.....	Courier, daily	1,917
	Sun, weekly	1,600
Perry.....	Chief, semi-w'y	1,520
Red Oak.....	Sun, weekly	1,154
Rock Rapids.....	Review, weekly	1,333

Sac City.....	American Mag- azine of Nat- ural Science.....	monthly	1,000
Shenandoah.....	Sentinel.....	semi-w'y	1,608
Sidney.....	Herald.....	weekly	1,560
Sigourney.....	Industrial Times.....	monthly	1,200
Stuart.....	Locomotive.....	weekly	1,008
Tama.....	Herald.....	weekly	1,032
Tipton.....	Advertiser.....	weekly	1,425
Traer.....	Star-Clipper.....	weekly	1,992
Vinton.....	Eagle.....	semi-w'y	2,112
Washington.....	Democrat.....	weekly	1,253
Waterloo.....	Brethren Evangelist.....	weekly	2,250
Waverly.....	Rural Life.....	weekly	2,250
Webster City.....	Phoenix.....	weekly	1,028
Webster City.....	Graphic Herald.....	weekly	1,510
West Union.....	Argo.....	weekly	1,375
	Gazette.....	weekly	1,536

Of the places of more than 5,000 population Clinton, Creston and Boone have no daily or weekly paper with a guaranteed circulation of more than 1,000.

### KANSAS.

[The short essays on how to advertise in a State or Territory, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory—the issue for 1894—now in press.]

The 16 cities and towns in Kansas having more than 5,000 population are as follows:

Kansas City.....	38,316
Topeka.....	31,007
Wichita.....	23,853
Leavenworth.....	19,768
Atchison.....	13,963
Fort Scott.....	11,946
Lawrence.....	9,997
Hutchinson.....	8,682
Arkansas City.....	8,347
Emporia.....	7,551
Parsons.....	6,736
Pittsburg.....	6,697
Ottawa.....	6,248
Salina.....	6,149
Newton.....	5,605
Winfield.....	5,184

Kansas City, the largest place in the State, lies opposite the river from Kansas City, Missouri, and is really a suburb of that city.

Topeka, the State capital, is of first importance. It has three dailies: the *Capital*, with a guaranteed average circulation during the past year of 8,740; the *State Journal*, 6,213, and the *Press*, with something over 4,000, not guaranteed. The *Weekly Capital* has the largest guaranteed circulation of any weekly in Kansas. The *Topeka Kansas Farmer* is an agricultural paper of good standing, with a valuable circulation among farmers throughout the State.

The *Kansas Workman* of Minne-

apolis is the official organ of the Ancient Order of United Workmen, and is accorded a greater circulation than any other publication in the State.

The papers credited with issuing more than 5,000 copies are:

Leavenworth.....	Times.....	weekly	
Minneapolis.....	Kansas Work- man.....	monthly	
Topeka.....	Advocate.....	weekly	
	Capital.....	daily	8,470
	Kansas Farm'r.....	weekly	14,859
	State Journal.....	daily	6,213
	Western Odd Fellow.....	semi-m'y	10,962
	Western School Journal.....	monthly	7,883
Wichita.....	Eagle.....	daily	10,097
	Eagle.....	weekly	8,504

Newspapers not already enumerated credited with more than 2,500 copies regularly are:

Atchison.....	Champion.....	daily	
	Champion.....	weekly	
	Patriot.....	weekly	3,025
Holton.....	Fratern Aid.....	monthly	2,900
Leavenworth.....	Democratic Standard.....	weekly	
	Times.....	daily	
	Times.....	weekly	
Minneapolis.....	Home Record.....	monthly	
	Spring of Myr- tle.....	monthly	
Topeka.....	Farmers' Wife.....	monthly	
	Press.....	daily	
	Press.....	weekly	
Winfield.....	Wes'n Reveille.....	monthly	

The following is a complete list of all the papers not already enumerated, to which is accorded a guaranteed issue of more than 1,000 copies:

Atchison.....	Patriot.....	daily	2,180
Burlingame.....	Chronicle.....	weekly	1,057
Chanute.....	Blade.....	weekly	1,100
Clay Center.....	Dispatch.....	weekly	1,750
Columbus.....	Modern Light.....	weekly	1,440
Council Grove.....	Republican.....	weekly	1,600
Emporia.....	Friends' Monthly Record.....	monthly	1,000
Erie.....	Repub'n-Record.....	weekly	1,240
Eureka.....	Herald.....	weekly	1,210
Fredonia.....	Citizen.....	weekly	1,296
Girard.....	Western Herald.....	weekly	1,008
Holton.....	Tribune.....	weekly	1,150
Hutchinson.....	News.....	daily	1,992
	News.....	weekly	1,726
Iola.....	Register.....	weekly	1,440
Junction City.....	Tribune.....	weekly	1,019
Kingman.....	Leader-Courier.....	weekly	1,344
Lawrence.....	Select Friend.....	monthly	
Lyndon.....	People's Herald.....	weekly	1,100
McPherson.....	Republican.....	weekly	1,239
Manhattan.....	Industrialist.....	weekly	2,200
Olathe.....	Mirror.....	weekly	1,632
Osage City.....	Free Press.....	weekly	1,320
Oskaloosa.....	Independent.....	weekly	1,200
Ottawa.....	Chautauqua As- sembly Herald.....	monthly	1,000
Pittsburg.....	Headlight.....	daily	1,420
Salina.....	Herald.....	weekly	1,000
Smith Center.....	Journal.....	weekly	1,248
Topeka.....	Mail.....	weekly	1,650
	Merchants' Jour- nal.....	weekly	2,256
	Rail'r'd Register.....	weekly	1,440

Topeka.....	Saturday Eve'g	
	Lance.....	weekly 2,250
Wamego.....	Times.....	weekly 1,200
Washington.....	Republican.....	weekly 2,160
Wellington.....	Monitor Press.....	weekly 1,176
	People's Voice.....	weekly 1,200
Wichita.....	Kansas Star.....	weekly 1,400
	Wes'n Methodist.....	weekly 2,000

Neither Fort Scott, Lawrence, Arkansas City, Ottawa or Newton has any daily or weekly with a guaranteed circulation of over 1,000 copies, and no daily or weekly in Hutchinson, Emporia, Parsons, Pittsburg, Salina or Winfield is guaranteed as much as 2,500.

In Atchison no paper is accorded a circulation of more than 5,000 copies.

A good selection of papers for general circulation in the State would be:

Topeka.....	Advocate.....	weekly
	Capital.....	weekly
	Kansas Farmer.....	weekly
Leavenworth.....	Times.....	weekly
Wichita.....	Eagle.....	weekly
Minneapolis.....	Kansas Workman.....	monthly

An advertiser to cover the State should devote his attention, first, to securing the most desirable newspapers in Topeka and Wichita, and follow this up by an effort to obtain one or more in Leavenworth, Atchison, Fort Scott, Lawrence, Hutchinson and the other towns that follow in the list given above.

#### WHAT PAPERS SHALL AN ADVERTISER USE TO REACH THE PEOPLE OF IOWA.

*From a German-Catholic standpoint.*

Having noticed the call of PRINTERS' INK asking contributions for an article carrying above heading, we think it of not little importance to lay before the editor of PRINTERS' INK several suggestions which we naturally take a particular interest in seeing developed.

Undoubtedly the question as put is intended mainly for a list of English papers made up so as to cover the entire State, using least number of papers, or rather expending the smallest sum of money to receive the best returns. Not considering ourselves competent to judge the question from this point of view, we prefer to present a few ideas on the confidence of advertising worth enjoyed by the German press of the State in general, especially our German-Catholic papers of Iowa. In all States of the Union shrewd advertisers take particular pains of informing the German population of the territory they desire to cover of the advantages their offers involve.

As a rule, the Germans are a very conservative class of people, and are not easily influenced by sham offers of unreliable advertisements in unreliable papers. Such is a fact not to be overlooked by advertisers who wish to make a general success in presenting goods to the public. As a matter of fact, the conservative, systematic spirit of quiet observation of the Germans makes them look for sources of reliable information, particularly in advertising matters, and hence it is that the German dailies, and especially the weeklies enjoy the special confidence of their readers.

But what has this to do with the subject? Are the German inhabitants of Iowa the Ger-

mans "par excellence," or are they more conservative than the other Germans residing in this country? In fact, that idea is the connecting link. The Germans of the State of Iowa have particular reasons to adhere to their German papers with an undaunted courage. The late Prohibition strife against personal liberty, and against the honest German glass of beer, has given us all reasons to be over-cautious in regard to English papers, amongst which there has been a considerable lack of energy regarding the liquor question, which has been the vital question of the State for the last decennium. On the other hand, during the entire strife against the Prohibition amendment not one single German paper has failed to oppose the mulct law and every other attack upon the rights of personal liberty. This fact which, as everybody who has the slightest knowledge of our political status knows, is of highest importance, has inspired the German population of the State of Iowa with an undisturbed faith in the papers published in their language. Add to this the consideration that the greater part of the entire river counties are densely settled with Germans, not omitting the large number of interior counties of an almost exclusively German population, such as Carroll, Plymouth, Blackhawk, Shelby, etc., you will have two very important factors which make the use of German papers (the greater part of which are weeklies) an indispensable moment of consideration for any advertiser wishing to reach the people of Iowa.

Shall I add that the majority, or rather a very great part of the Germans of our State of Iowa, are Catholics? Shall I insist upon telling you that German Catholics have a really religious belief in the reliability of their German-Catholic papers? It is not necessary. The shrewd advertisers will know it all. We do not need to force the conclusion. The advertisers, the shrewd and intelligent advertisers, know that an ad inserted in a paper of high veracity, enjoying the particular credit of its readers, is always a medium by which you can speak to its readers about the matters advertised in an authoritative manner. After the above dissertation he knows that good mediums to reach that great part of the buying people of Iowa called the German and German-American element are the German papers (dailies and especially the weeklies) of the State of Iowa, and that amongst these the German-Catholic papers of that State, the only ones existing being the *Luxemburger Gazette* and the *Katholischer Westen*, published by the German-Catholic Printing Co., Dubuque, Iowa, must naturally be among the best means of reaching the people of the State of Iowa in an effective manner for advertising purposes.

NICHOLAS SCHRIFT GONNER,  
Editor *Luxemburger Gazette* and  
*Katholischer Westen*.

There are forty-two German papers in the State of Iowa. One has a guaranteed circulation of 3,500, and one is estimated to print as many as 4,000 copies. The total circulation of the forty-two papers, as given in the Directory, is not far from 40,000 copies, or less than 1,000 copies per paper, and there is no paper among them having as much as 5,000 circulation.—Ed. PRINTERS' INK.

UNWISE advertising can pull down trade and exhaust your finances more rapidly than good advertising can build up the one or add to the other.—M. S. Crawford.



## BAD PLUMBING ADVERTISED.

"THE DETROIT JOURNAL," }  
 DETROIT, Mich., April 14, 1894. }

Editor of PRINTERS' INK:

DEAR SIR—Your clipping from *Life*, published in your April 11th issue, regarding the business man who put the placard in his window advising people not to go anywhere else to be cheated but to step right in, reminds me of the Detroit business man who, for years, had a sign hanging in front of his place declaring "Defective Plumbing a Specialty." Strange to say, he built up a good business, too, notwithstanding his frankness.

Yours very truly,

\* \* \* \*

YES; WE WILL AID YOU.

FIRST PRESBYTERIAN CHURCH.

Frank H. Gamel, Pastor,  
 CHERRYVALE, Kansas, April 5, 1894. }

Editor of PRINTERS' INK:

The inclosed leaflet will explain to you the nature of a special work for young men now being done in our church. We would like to receive PRINTERS' INK at our reading-room. Many publishers are very kindly aiding us by contributing their periodicals. We write to ask if you will aid us in the same way.

FRANK H. GAMEL,  
 Address Y. M. D., First Pres. Church,  
 Cherryvale, Kansas.

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

PROCURE estimates of Dodd's Agency, Boston.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

EDITOR wants to locate in Ohio or adjacent State. "O. K.," Printers' Ink.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

A COMPETENT newspaper pressman desires position. Address "A. B.," Printers' Ink.

SITUATION by qualified, exp., reliable editor; best habits. Ohio pref. "S.," Printers' Ink.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

WATCH CAPS—Photo-enamel portraits, 25c. Send cap or dial and photograph. ROCKWOOD, 1440 Broadway, N. Y.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

WANTED—Advertising novelties. Good price paid for new and original designs. Address MERCHANT TRAVELER CO., Chicago.

TO BUY OR LEASE—A good farming or class paper. South preferred. Send copy and best terms to N. B. WHARTON, Ashland, Wis.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

WANTED—Orders for 60 Canadian weeklies, 50c. per line. Also the *New Letter*, 15,000 weekly. NAT'L ADV. AGENCY, Batavia, N. Y.

OWNERS of advertising space in good mediums, who will insert first-class proprietary medicines on basis of part returns, address Box 231, Brooklyn, N. Y.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 227 Broadway, New York.

PRINTER—Good all-round man, capable of managing country office, wants a \$12 week job. Good man to save office expenses. PRINTER, 1434 Michigan Ave., Chicago.

WANTED—A young man to take half interest in a paying daily paper, which has been established ten years. Position of editor or business manager is open to the right party. Apply to P. O. Box 1180, Middletown, Ct.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

AT LESS THAN FIVE CENTS AN INCH we offer over half hundred fine half-tone cuts, used in our art publication, *Ideal Masterpieces*. Many are copies of famous paintings. Just the thing for attractive advertising. Send 10 cents for proofs and prices. GRIFFITH, AXTELL, & CARY CO., Holyoke, Mass.

RELIABLE correspondents wanted at every county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide-awake hustlers need apply. ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., Washington, D. C.

100,000 CANVASSERS, house furnishers, hardware dealers and merchants to sell our new Self-heating Kitchen Iron. One iron does all the work without the use of a stove. Cost 5c. a day to heat. Retail price, \$3.00; wholesale, \$1.50. THE BOLGIANO MANUFACTURING CO., Baltimore, Md.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

PRINTERS' INK likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Please observe: Circulars from newspapers or others who use them for the purpose of soliciting advertisements are what is wanted—not ordinary business circulars. Address PRINTERS' INK, 10 Spruce St., New York.

## MISCELLANEOUS.

ST. NICHOLAS.

RELIABLE dealing with Dodd's Agency, Boston.

VAN BIBBER'S  
 Printers' Rollers.

10 PACKETS choice flower seeds, all different, 10c. L. F. BENDER, Newport, Pa.

\$18 SAFE. We pay freight. Send for circular. ELGIN SAFE CO., Elgin, Ill.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DESIGNS, sketches and illustrated ads drawn. E. LUTZ, 165 West Ave., Buffalo, N. Y.



ADVERTISING AGENCIES.

**A**LL indorse **ST. NICHOLAS**.

**G**IVE Dodd's Agency, Boston, a trial.

**G**EO. S. KRANTZ, special advertising agent for N. Y. dailies. 103 W. 14th St., N. Y.

**N**EWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

**A**DVERTISING. City and country papers. See GEO. W. PLACE, 32 Broadway, N. Y.

**C**HAS. K. HAMMITT, Advertising, 331 Broadway, N. Y., will serve you effectively, economically.

**100** LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

**I**F you have in mind placing a line of advertising anywhere, address B. L. CHANS, Room 4, No. 10 Spruce St., N. Y. City.

**I**F you intend to advertise in any manner in the D. C. consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

**I**F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**H**ICKS' Newspaper Advertising Agency, WILLIAM HICKS, proprietor, 132 Nassau St., New York.

**A**LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

**C**HARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**C**ONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

**T**RADe journals not already on file with us please send adv. rates and commissions. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C. Established 7 years.

**T**HE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

ADVERTISEMEnt CONSTRUCTORS.

**ST. NICHOLAS**.

**E**VER tried Brechtling's catchy ads?

**B**RECHTING'S ads are eye catchers.

**C**AREFUL service at Dodd's Agency, Boston.

**C**HARLES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

**I**WRITE ads, circulars, catalogues. BERT M. MOSES, Box 283, Brooklyn, N. Y.

**U**P-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

**A**DVERTISEMENTS furnished with or without illustrations. Address F. A. SCHNEIDER, 12 Wooster St., New York.

**U**Ntil May 1st I'll send you one of my catchy ads for 25c. After that date, \$1. J. BRECHTING, Grand Rapids, Mich.

**I**LLUSTRATED ADS. The English is honest; the illustrations illustrate. W. W. BRETT, 335 Central Park West, N. Y. City.

**M**Y competitive ad suited Ripans Chemical Co. I have other ideas fully as good. \$1 each; 10, 45c. BRAND, fancy-hitting ads, Liverpool, New York.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 75 Reade St., N. Y.

**M**Y RATES are low for ad and circular writing, etc. How shall I convince you that it's good, too? Do you know of any better way to find out than by trying it? I don't. If money isn't fairly earned I don't want it. BERT M. MOSES, Box 283, Brooklyn, N. Y.

**"B**USINESS BULLETS," a brisk little booklet, free to those whose eyes are open to the advantages of original advertising. Three ads to select from. \$5. Varied and full of the kind of "snap" that catches customers. Clothier writes this week: "Well pleased with ads. They have the right ring." A dyer writes: "Like the 'snap' about your ads very much." Another clothier says: "Could not have wished for anything better." Let me do a little of your thinking. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

NEWSPAPER INSURANCE.

**I**NSURE present and future business by using ST. NICHOLAS.

ADVERTISING NOVELTIES.

**I**NKSTANDS. H. D. PHELPS, Ansonia, Conn.

**A**DVERTISING rates invariable in ST. NICHOLAS.

**C**OMIC Advertising Cuts for retail dealers, 25c. each. Send for catalogue. ROWELL ADVTG. CO., 19 Spruce St., N. Y.

**S**EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

**B**ESTO STOVE MATS \$5.00 a gross in quantities. Great for adv. novelty! You can print your ad on 'em. Sample by mail, 10 cents. STRANSKY & CO., 27 Murray St., New York.

**T**HE GLOBE PUZZLE—The latest advertising novelty. It's a money maker. Samples and full information free. D. E. ORVIS & CO., Jerry Rescue Block, Syracuse, N. Y.

**P**ARCEL HANDLES, considering cost, give the best result of any advertising article. Samples of three kinds mailed free. TIE CO., Unadilla, N. Y., and 816 Broadway, New York.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**B**OOKS—The literary hit of the year is entitled "Ships that Pass in the Night." We have added it to our list of elegant premium books in our Golden Gem Library. Send five cents for sample copy and terms to premium users. OPTIMUS PRINTING CO., 63 Rose Street, N. Y.

**P**RINTERS, attention. The Globes Puzzle is the latest advertising novelty. Patent applied for. You can clear from \$25 to \$75 cash in your own town with little effort. No risk to run; no investment to make until success is assured. Write quick for samples and full information and exclusive control for your town. D. E. ORVIS & CO., Jerry Rescue Block, Syracuse, N. Y.

ADDRESSES AND ADDRESSING.

**ST. NICHOLAS**.

**C**IRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed; addresses furnished at low rate. G. F. VAN WYE, Masonic Temple, Chicago.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

**L**ETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 113 Dearborn St., Chicago, Ill.

**P**UBLISHERS' COMMERCIAL UNION, 85 World Bldg., N. Y., Evening Post Bldg., Chicago. Furnishes lists of advertisers, with credit ratings, and makes collections. Send for full particulars. Yearly service, \$15.00.

## ELECTROTYPES.

WOOD or light-weight metal base electros. E. T. KEYSER, 15 Beckman St., N. Y.

ADVERTISING ELECTROTYPES. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypers, New Haven, Conn.

CELLULITE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellulite machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

## PREMIUMS.

"BOX o' Brownies" (rubber stamps, retail 35c.). EAGLE SUPPLY CO., New Haven, Conn.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 148 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

FINELY illustrated popular books, for coupon or any premium offers; lowest figures. HOME PUBS., 301 Pine St., St. Louis.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

HOW would Besto Stove Mats do for premiums? Print your adv. on them. In quantities \$5.00 a gross. Sample by mail, 10 cents. STRANSKY & CO., 37 Murray St., N. Y.

DID you read what Printers' Ink said about my work, February 7, 1894? Best way to secure new readers and advertisers. Write for particulars. ALBERT B. KING, 39 William St., N. Y.

OVER 75 papers have used about 10,000 of our crayon portraits during past 2 months. No framing conditions. Send photo for sample. KELLOGG & MAYER, 90 State St., Chicago, Ill.

BOOKS FOR PREMIUMS—Send us five cents and we will mail you copy of our Golden Gem Library, the most elegant paper-covered books ever produced. They are regular 25-cent high class novels. Some of the latest literary hits are in the list of titles. Special rates to premium users. OPTIMUS PRINTING CO., 53 Rose Street, New York.

## ADVERTISING MEDIA.

2-LINE ad one year \$1. Circulation, 10,000 a month. OUR HOME, Rose, N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

ICOVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 13 Tribune Bldg., N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,336. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

THE OPTICIAN AND JEWELER guarantees circulation 25,000 copies each month among people who buy. 46 Maiden Lane, New York.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

"GOLLY, how she pulls! HOMES and HEARTHS is "she"! 50,000 pairs of eyes see it monthly; household journal; 40c. line; yearly, 25c. Send to WATTENBERG'S AGENCY, 31 Park Row, N. Y.

THE DAILY CARDINAL, published at Madison, Wis., by the students of the University of Wisconsin, is sent to each high school in that State, and reaches daily 1,400 university students and 30,000 high school scholars.

CHURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated, 10 So. 18th St., Philadelphia, Pa.

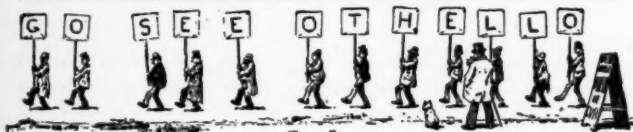
QUESTION: Does the very cheap weekly pay either advertiser or publisher? Do advertisers feel that a weekly sold at 30 cents a year is as strong a medium as the \$1 weekly? Think this out. The New York WEEKLY TIMES is \$1 a year.

REMINGTON Standard Typewriter, adopted by American Newspaper Publishers' Association as superior in design and workmanship, and as more desirable for use in newspaper offices than any other. Many hundred Remingtons have been sold to its membership, and give perfect satisfaction.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

AMERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1866. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clanish Swiss you must buy space in their national newspaper. Advertising rates 30 cents a line for one time, or \$25 an inch for a year. Offices, 116 Fulton St., New York.

THE AMERICAN FARMER and FARM NEWS is glad to guarantee to advertisers that the magic word circulation in its case means "Paid in advance," "Unrivaled in character," "National in extent," and "165,000 solid and proven." Advertisers say that it is a circulation that pays them. Take a look at this model farm journal and note the high character of its advertising patrons. The advertising rates are very low. GEO. S. BECK, Eastern Manager, 193 World Building, New York City.



**STREET CAR ADVERTISING.**

**WRITE TO FERREE,** First National Bank Bldg., Hoboken, N. J.

**FOR** street car advertising in New England address **M. WINEBUGH,** Times Bldg., N. Y.

**BIG** inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **COHN BROS.,** Temple Court, N. Y.

**A. A. J. JOHNSON,** 261 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

**BOOKS.**

**BOOK** of ideas on advertising, in colors. 50c. buys it. **A. J. EMBREE,** Belton, Texas.

**DANGER SIGNALS,** a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK,** 10 Spruce St., New York.

**BOOKS FOR PREMIUM USERS**—The best ever offered at a low price. Send five cents for sample copy. **OPTIMUS PRINTING CO.,** 83 Rose Street, New York.

**90 IDEAS** on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address **THE INLAND PRINTER CO.,** publishers, 216 Monroe St., Chicago.

**TO LET.**

**ADVERTISING** space in **ST. NICHOLAS.**

**WHEN** you are "rushed" hire an extra Remington Typewriter. 327 Broadway, New York. Local dealers everywhere.

**TO LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 26x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. P. ROWELL & CO.**

**BILLPOSTING AND DISTRIBUTING.**

**R. H. JOHNSTON,** advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

**ELLIOTT HAYDEN** distributes circulars, samples, nails up signs. Write. Orangeburg, S.C.

**MARITIME MURAL ADVERTISING CO., P. O. Box 38,** Carleton, St. John, N. B., Canada. Wall space to let. Correspondence invited. Distributing or posting.

**SPECIAL WRITING.**

**AND** the common, every-day sort, too, is best done on a Remington Typewriter.

**THAT** tired feeling is cured by my "ed. copy." It makes the editor laugh. **G. T. HAMMOND,** Newport, R. I.

**Pointed, pithy paragraphs,** suitable for weekly editorial column. No politics. Limited number supplied. "**PARAGRAPHER,**" Ansonia, Ct.

**WILL** mail three regular size bottles Persian Corn Cure, best in the world, for following reading notice: "Sample bottle Persian Corn Cure, free by mail. **M. COHN,** 322 W. 51st St., New York."

**"SHORT Talks on Advertising,"** by Charles Austin Bates. That is the heading of a weekly syndicate service of 300 to 500 words. It will help to increase local advertising by educating the advertiser. It advertises advertising—"take your own medicine." Fifty of the best papers are now using it—1,000 ought to use it. If it influences only one advertiser during the whole year, it will pay for itself ten times over, and it surely will influence more than one. The price is 25 cents per week, payable quarterly. Samples on request. **CHARLES AUSTIN BATES,** Vanderbilt Bldg., New York. Talks are copyrighted. Only one paper in each town. First one gets it.

**SUPPLIES.**

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK,** 190 Water St., New York.

**J. H. STONEMETZ & CO.,** printers' machinery and supplies, 23 Park Row, N. Y.

**ADVERTISING** supplies business when nothing else will. Try **ST. NICHOLAS.**

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.,** L't'd, 10 Spruce St., New York. Special prices to cash buyers.

**5,000 6½ ENVELOPES** (XX white) printed by printers, for \$6.00, cash with order. Samples, 5c. stamp. **LONDON PTG. CO.,** Columbus, Ohio.

**PAPER DEALERS**—**M. Plummer & Co.,** 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**REMINGTON STANDARD TYPEWRITERS;** absolutely unrivaled for durability, speed, simplicity and excellence of design and construction. **WYCKOFF, SEAMANS & BENEDICT,** 327 Broadway, New York.

**CATALOGUES**—Best printed for least money of any house in America. Estimates and samples on application. 5,000 linen note heads, neatly printed, \$6.50. **DEMOCRAT PRINTING CO.,** Harrodsburg, Ky.

**REMINGTON Standard Typewriter.** Wyckoff, Seamans & Benedict, 327 Broadway, New York. Branches in all the leading cities of the U. S., also in London and Paris. General and local dealers everywhere.

**CHECK THE INSERTIONS OF YOUR ADS**—For \$2.50 per 100, or \$6.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The Geo. P. Rowell Adv. Co. have used them for the past twelve years. Address **WM. JOHNSTON,** 10 Spruce St., New York.

**NEWS INKS.**

Best in the world; warranted. I want orders, accompanied by a check in full payment—not otherwise. Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound barrel at 4c.....	\$20 00
250-pound barrel at 4½c.....	11 25
100-pound keg at 5c.....	5 00
50-pound keg at 5½c.....	2 75
25-pound keg at 6c.....	1 50

**CHECK WITH ORDER—EVERY TIME.** Send copy of paper and tell kind of press used and temperature of press-room. Satisfaction guaranteed. Address

**WM. JOHNSTON,** Foreman Printers' Ink Press, 10 Spruce St., New York.



**FOR SALE.****A** DVERTISING space in ST. NICHOLAS.**A** DVERTISE with Dodd's Agency, Boston.**\$1** BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.**30,000** LETTERS, '92 and '93. A. B. DODGE, Manchester, N. H.**M**ODERN double-cylinder Hoe press. Prints 8-column, 8-page paper. Box 1022, N. Y.**O**NE of the finest plants in Illinois. Guaranteed profits, \$2,500. Price, \$5,000; cash necessary, \$3,000. Ad. "ILLINOIS," Printers' Ink.**D**AILY, 600; weekly, 800; job printing, \$2,500; advertising, \$3,000 yearly; inhabitants tributary, 15,000. Price, \$7,000, cash. Write "BEST," Printers' Ink.**M**Y CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 8 Spruce St., New York.**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.**F**OR SALE—Newspaper plant, established 60 years, consisting of morning daily and weekly job office and book bindery, at Pottsville, Pa. Address FRANK CARTER, Pottsville, Pa.**F**OR SALE—The AGENT'S GUIDE, a monthly publication six years old and with a fine patronage. Address "AGENTS," care Parker & Scudder, attorneys, 181 Broadway, N. Y.**N**EW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 375, Ridgewood, N. J.**F**OR SALE—A Republican country newspaper, in good locality in North Dakota. Good and new machinery and all new body and job type. Good reasons for selling. Address "N.," care of Printers' Ink, N. Y.**F**OR SALE—"The Book Buyer and Seller," a monthly publication; title copyrighted; entered second class; subscribers and advertising records all complete; good chance; will be sold cheap. Address H. C. ECKEL, care of The Eckel & Bernheim Co., 134 Main St., Cincinnati, Ohio.**NEWSPAPERS  
AND PERIODICALS.**

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.*

**CALIFORNIA.****I**OS ANGELES TIMES leads in Southern California. Sworn circulation 13,000 daily.**CONNECTICUT.****T**HE DAY prints more wants than any other New London, Conn., paper.**THE HARTFORD TIMES.**

W. O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily issue exceeding 12,000 copies.

Weekly issue exceeding 7,000 copies.

In circulation it outranks any newspaper in New England outside of Boston or Providence. Its rates are less than one cent per line per thousand circulation. No deviation from schedule. Results have made it the most popular medium for "want" or transient advertising in the State. Rates: For one inch space (12 lines) 1 mo., \$10; 2 mos., \$15; 3 mos., \$20.

New York Office, 73 Tribune Building.

PERRY LUKES, JR., Manager.

**T**HE MORNING TELEGRAPH, New London, Conn., has a larger circulation than any other newspaper in the county.**WEEKLY TIMES: Hartford, CONN.****DISTRICT OF COLUMBIA.****A**LLERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.**GEORGIA.****T**HE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.**ILLINOIS.****T**HE ARKANSAS TRAVELER, of Chicago, 22nd volume, greatly improved and handsomely illustrated, reaches the moneyed classes. Want such trade? Send for sample.**Chimney Corner**

Of Chicago, circulates 50,000 copies, monthly, to MAIL BUTYERS. Winter Rate, 25 Cents per Line, Agate. Summer Rate, 20 Cents.

**The Chicago** according to the American Newspaper Directory for 1894 (now in Household Gueat press), has a larger regular issue than any other monthly paper in the State, and the Directory guarantees the accuracy of the circulation rating given by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.**INDIANA.****The Big Weekly of the West.**

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

**KANSAS.****T**O reach Kansas readers with School advertising, use the DAILY and WEEKLY CAPITAL, published at Topeka, Kansas.**KENTUCKY.****K**ENTUCKY STOCK FARM, Lexington, the trotting horse breeder's journal.**T**RI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.**A**DVERTISE in THE GLASGOW TIMES, Glasgow, Ky. Largest circulation in Southern Kentucky. Covers five good counties of thriving farmers and stock-raisers.**K**ENTUCKY—In its issue of May 2d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Kentucky?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.**LOUISIANA.****T**HE SIGNAL, Crowley, proves 1,250 circ'n. 6 col., 8 p., all home print. Samples and rates.**L**OUISIANA—In its issue of May 1d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Louisiana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

## MAINE.

**MAINE**—In its issue of May 9th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Maine?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**BANGOR COMMERCIAL.**  
J. P. Bass & Co., Publishers, Bangor, Me.  
Daily average, nearly 5,000 copies.  
Weekly average, over 14,000 copies.

It has for its patrons the wealthy and well-to-do citizens of Bangor and vicinity, who spend the heated months at watering-places. They will read your advertisement in the **COMMERCIAL**. 1 inch, 1 mo., \$3.00; 1 inch, 3 mos., \$5.00; 1 inch, 3 mos., \$7.50.

New York Office, 73 Tribune Building.  
PERRY LUKENS, JR., Representative.

## MARYLAND.

**MARYLAND**—In its issue of May 9th **PRINTERS' INK** will publish an article on the subject: "What paper shall an advertiser use to reach the people of Maryland?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MASSACHUSETTS.

"**NO** advertiser can afford to omit the **Brockton ENTERPRISE** that wants to reach Southeastern Massachusetts. **HORACE DODD**, adv. agent, Boston."—*Printers' Ink*, Feb. 14.

**NEW BEDFORD (Mass.) JOURNAL.** Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**IN** Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the **Springfield REPUBLICAN** has a larger regular issue than any other daily paper.

**MASSACHUSETTS**—In its issue of May 16th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Massachusetts?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MICHIGAN.

**FREE** Will insert your ad free if we don't prove 30,000 every month. Rate, 15c a line.

Once a Month, Detroit, Mich.

**MICHIGAN**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MINNESOTA.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**ST. PAUL GLOBE**, daily, 22,000; Sunday, 30,000; weekly, 30,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**The Housekeeper, Minneapolis, Minn.**  
Proof on Application. **Pays Advertisers.**

**LIFE** offers very desirable opportunities to the general advertiser.

It is printed in the most artistic fashion on an extra quality of paper, and illustrated without regard to cost. An advertiser is sure of reaching a purchasing class in an effective manner.



"While there's Life  
there's Hope."

28 West 23d Street, N. Y.

T. F. SYKES,

Mgr. Advertising Department.

**MINNESOTA**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSISSIPPI.

**MISSISSIPPI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSOURI.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**MEDICAL BRIEF**, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**MISSOURI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW JERSEY.

### THE EVENING JOURNAL,

JERSEY CITY'S  
FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

## NEW YORK.

### ST. NICHOLAS.

**THREE** trial lines 25c. in Watertown (N. Y.)  
**HERALD**—30,000 readers.

**FREE** advertising in **THE PEOPLE'S EXCHANGE**, 114 Nassau St., N. Y. Sample copy, 5c.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**ROWELL** accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

**BOONVILLE** (N. Y.) **HERALD**. Value received to advertisers, 5,000 circulation guaranteed.

**NEWBURGH**, N. Y. Pop. 35,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

**IN** Chemung County, N. Y., according to the American Newspaper Directory for 1894, now in press, the **Elmira YOUNG WOMEN'S BANNER** has a larger regular issue than any other bi-monthly paper.

**LADIES' WORLD** for June will be devoted specially to the interests of housekeepers. Paid circulation will exceed 375,000 copies. Rates will advance on May 1st. Until that date orders will be booked at the old rate to run for any period up to and including May of 1896. S. H. MOORE & CO., Publishers, New York.

**F. M. LUPTON'S** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

## A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

## ADVERTISERS

"Keep your eye on

## GODEYS

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

## NORTH CAROLINA.

**THE CAUCASIAN** leads in the State. Has the largest paid-up subscription.

**Our Southern Home**, 40p. mo. Immigration journal. Cir'n large, advg. rates low. Hamlet, N.C.

## OHIO.

**\$2.00** FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

## PENNSYLVANIA.

**SCRANTON** (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

**Pittsburgh PRESS** has the largest circulation of any daily in that city, viz: 440,964.

**PARK'S FLORAL MAGAZINE**, Libonia, Pa. Monthly 100,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

## RHODE ISLAND.

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

## TEXAS.

**ACCORDING** to the American Newspaper Directory for 1894, issued April 30th, the **Houston POST** has a larger regular issue than any daily paper in the State of Texas, and the Directory guarantees the accuracy of the circulation rating accorded to this paper by the offer of a reward of \$100, payable to the first person who will prove that its actual issues are not as stated.

## WASHINGTON.

### SEATTLE TELEGRAPH.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

## WISCONSIN.

**EXCELSIOR**, Milwaukee, Wis. The leading religious newspaper in Wisconsin.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

## CANADA.

### METHODIST MAGAZINE,

TORONTO.

the illustrated literary magazine of Canada, established 1875, is one of the (only ten) publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 8,406 copies.

## SO. & GEN. AMERICA.

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. **ANDREAS & CO.**, gen. agents, 38 Broad St., N. Y.

## High Class Schools

should not neglect to get the attention of the hosts of prosperous Republican readers of THE PRESS.

Notice in what unqualified terms George P. Rowell & Co. guarantee the accuracy of THE PRESS circulation statements.

The New York Daily Press has the largest circulation rating accorded to any daily paper in the State of New York City by the AMERICAN NEWSPAPER DIRECTORY for 1894, which will be issued to subscribers on the 30th of April. The regular issue for a full year is set down as averaging 111,812 copies, ~~exceeding~~

and the Directory guarantees the accuracy of the rating by a reward of \$100, payable to the first person who will prove that the actual issues were not as stated.

School rates, \$3.00 per line per month. Orders received by any responsible agency, or direct by

THE PRESS,  
38 Park Row, New York.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	16,692 copies
Last issue,	-	20,700 copies

NEW YORK, APRIL 25, 1894.

A CORAL reef is not built up in a day; neither is a business reputation.

THERE is a fault in the advertisement when the remarks occasioned by it indicate that tired feeling.

ADVERTISING is expensive, but it often happens that the advertising that is not done costs more than that which is.

IN writing an advertisement, as in building a house, it is essential that the frame-work should be sound enough to support the trimmings.

THE wise business man subscribes to the journal of his trade, for without the concentrated news contained in such papers he falls behind the business procession.

ONE of the most important items in making a new business profitable is in pushing the growth from birth to maturity. Constant pushing is needed. If you do not press forward, you recede. Nothing stands still.

THE surf-boat is launched on the rising wave. The wave of returning prosperity is rising now. Launch your advertisement on it as it is swelling, and you will realize better results than those who wait for it to reach its height.

THE attractiveness of illustration is appreciated by our most successful advertisers. They know that the eye at a glance takes in the meaning of a picture. If the impression left by it is pleasing, the printed matter that follows will also be pleasantly remembered in connection with it.

AMONG PRINTERS' INK's most valued correspondents are those who send newspaper clippings of quaint, novel, and effective advertisements, or accounts of such; but care should ever be taken to indicate the name of the paper and the date, so that proper credit may be always given.

AFTER carefully weighing the subject, "Reading Ads," we come to the conclusion that, in a large majority of cases, they are undesirable. The few people who read a paper from cover to cover are about the only ones who do not object to having the advertiser send his ad afloat under false colors.

AN advertisement is a contract, and a man should therefore exercise due prudence in wording it. Don't say anything that the reader can misconstrue. Make a judicious selection of the strong points of your goods, and then impress them upon the reader in few but potent words. Make your display attractive, and above all things select a good medium through which to reach readers. If these steps are taken, advertising will be found a good investment, for good ads sell goods.

CONSERVATISM is rapidly becoming obsolete. Men are breaking the fetters of prejudice and conventionality, and becoming broad-minded. Slavery has crumbled into ruin. The right of woman to labor without restriction in the field of commerce and the professions is recognized. The signs of the times indicate that an era has dawned, in which any legitimate enterprise or profession can be advertised without having to contend with the opposition of conventional laws. Let the tendency wax strong and become a reality. The practice of shutting out certain classes from the advantages of advertising is too petty for men of to-day.

THE step that follows suspension of advertising is almost certain to be suspension of business.

CHANGE of copy. Upon this point advertisers are divided. One thinks that when you strike a good thing it is best to run it for all it is worth. Others believe in changing copy as often as is practicable. To the latter class belong the advertisers whose announcements fill the columns of the best magazines, and the highest class of newspapers. These ads are looked at by the public with interest. They represent works of typographical and advertising art. Man demands variety, and advertising is not excepted.

If the present tendency of increasing the bulk of the Sunday paper continues, advertisers will begin to question the advisability of using space in mediums that indulge in such voluminous editions. While it is essential to give the people their money's worth, even they are satisfied with enough, and do not ask to be satiated. As to the small advertiser, he runs the risk of having his announcement overlooked. The search for a small ad in a 36-page paper is like looking for a needle in a haystack. Self preservation by and by will compel papers to place a limit to the number of their pages, or subscribers and advertisers will both desert them in favor of some more tidy and tasteful candidate for favor.

It is interesting to consider some of the statistics that the American Newspaper Directory produces. By comparison of the new issue for 1894 with the Directory for 1893, it appears that the following States and Territories have increased the number of papers published within their limits as follows:

Alaska.....	1	Indiana.....	4
Arizona.....	4	Iowa.....	27
Arkansas....	2	New Mexico..	2
Connecticut..	1	Nebraska....	2
Indian Ty....	6	Oklahoma....	24

The States of Maine and West Virginia have respectively 192 and 166 papers, the same number that was recorded in last year's catalogue. In all the other States and Territories a decrease in the number of publications is shown, notwithstanding the fact that in a number of States, if not in all, the population has materially increased. Colorado and Kentucky, one with only a population of 412,198 and the other with a population of 1,858,635, each support 289 papers. The people of the far West are notable readers of newspapers.

# THE LAY OF THE HEAD-LINE.

By T. B. Russell.

It was the bold compositor,  
With "ad" both rich and rare,  
And he hath sought the highest floor  
To set the head-line fair.  
A head-line fair he forth would hold,  
That none its charms might miss,  
And so he set the words full bold

And Spaced Them Out Like This.

To him the amateur he spake,  
And boastful words spake he:  
"Oh, I will fashion the boldest 'ad'  
That ever man did see."  
He took the proof into his lair,  
The shears and gum also,  
He carved that head-line clear and fair

So, Just Up It Gunned And

Full soon the ad-smith spied the deed,  
And scornfully he said:  
"He who, me seems, this 'ad' would read  
Must stand upon his head!  
Ho! take me types, compositor,  
With all the speed ye may,  
And set the head-line up once more,  
But Set It Up This Way."

But when the man of years was come,  
That selfsame place into,  
He sought no shear, he sought no gum,  
But seized the pencil blue.  
He spake no word, he gave no sign,  
He made nor fume nor fuss,  
But marked that fair and bold head-line  
"Plain two-line pica, thus."

## A GROCER-POET.

In the Muskegon (Mich.) *Chronicle* one Dow advertises in this way:

Is it more than fair to patronize  
The man with "git" and enterprise?  
To hustle trade and advertise  
In the very hardest times,  
And further tries to exorcise  
The panic with his rhymes.  
Who advertises where this space is  
Just what his line of goods embraces,  
And tells you how he sets the paces  
For grocers all.  
And all about and where the place is;  
Of course you'll call.

NO.

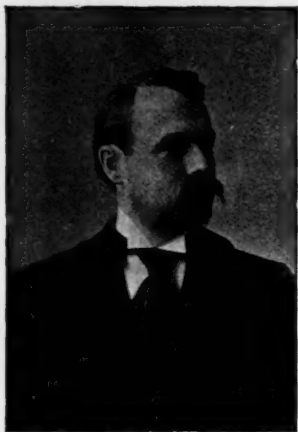
J. L. MARBLE & Co.,  
Dealers in Produce,  
815 Michigan Avenue,  
DETROIT, Mich., April 5, 1894.

Editor of PRINTERS' INK:

Do you know of any newspaper that is devoted to the flax industry, such as raising or selling flax?

J. L. MARBLE & Co.

A wise tailor cuts his garment according to the cloth. If you have only a limited sum to expend in advertising don't attempt to make it cover too large an area.



CHARLES H. EDDY.

(A representative of the Chicago Newspaper Union, and the Milwaukee *Evening Wisconsin*.)

Mr. Eddy is a well-known advertising man, having been connected with the newspaper business for many years. He was first with the New Haven house of H. P. Hubbard, and established the New York office of Lord & Thomas, of Chicago, representing that firm several years. In traveling for the New York *Independent* he made extensive acquaintances throughout the country. During the last four years he has been in his present position.

The dignified, gentlemanly, and modest, yet persevering, characteristics of Mr. Eddy place him among the most successful solicitors in this large class of enterprising men. He is not a "hustler," but in his quiet, unassuming way secures his share of business.

#### DRAWS ORDERS.

The following ad appears in the *Morning Sun*, Norwich, N. Y.:

**WORK WANTED**—Nelson Street stands in readiness to do Calcaning and pappering and hors reddish digging, leave orders at Number 1 Guernsey Street.

It is said to serve the purpose, that is, attracts attention and draws orders.

A COMMUNITY seldom appreciates the real value of a weekly newspaper until it has turned its toes to the daisies, and the real estate agent is forced to blushing admit to the prospective real estate buyer. "There is no newspaper published here,"—*Omaha World-Herald*.

#### A GOOD TIME TO ADVERTISE CHEAP LANDS.

NATIONAL REAL ESTATE ASSOCIATION,  
O. W. CRAWFORD, Secretary,  
CHICAGO, Ill., April 12, 1894.

#### Editor of PRINTERS' INK:

In your issue of December 20 last you kindly published an account of my four undertakings in advertising. The article has been widely copied, and scarcely a day passes without bringing a complimentary comment from friend or stranger. What a splendid circulation PRINTERS' INK has. No investment in advertising pays so well as telling the truth about good real estate.

Cheap lands will be the next popular investment. That is the faith that is in me, and I can give a reason for it. The population of the United States increased 12,000,000 and over in the last ten years. Uncle Sam furnished in that time 648,000 cheap farm land tracts. The population will increase more than 12,000,000 in the next ten years, but Uncle Sam cannot furnish another 648,000 cheap farms. He has not the land.

The experience of the last dozen months will check the rush to cities—will turn it back to the farms. Experience is a bitter but effective teacher. Hard times force frugality and inspire economy. Thousands are now scheming to get homes and avoid that household nightmare—rent day. Very truly,  
O. W. CRAWFORD.

#### A TYPOGRAPHICAL REFORM.

An occasional correspondent in Lynn, Mass., calls attention to a departure from old-time methods of composition introduced by the fortnightly *Liberty*, of New York. In ordinary composition the lines are made to observe a uniformity of length by adjusting the space between the words of a line along its entire length. This work requires the skilled workmanship of an experienced compositor, and the labor of justifying is computed as representing a considerable percentage of the cost of composition. By the *Liberty* system all attempts at justification are abolished, and when the compositor finds, in approaching the end of a line, that another word or syllable cannot be inserted he fills in the line with quads. The original and perfect spacing is not disturbed. Here is a sample:

Does the absence of this straight edge ever disturb anybody? Let the reader answer the question for himself by taking down a volume of Shakespeare or any other poet, examining the pages, and asking himself whether the ragged edge at the right had ever in the least offended him. Not one reader in a hundred thousand will answer yes.

A column thus set gives the reader an impression that he is looking at blank verse; but no one finds the reading at all inconvenient. From an economic standpoint this method of composition means the saving of labor. It is simply the method now made pretty familiar to every one by the typewriter, which is compelled to use it from the limitations of its possibilities.

## WHY THE MAGAZINES ARE PURCHASED.

From "*Enthralled*," a Story by Edgar Saltus, 1894.

"There is Mr. Howells, for instance; what may I ask, do you think of him, Mr. Stitt?" Mr. Stitt promptly assumed the air and attitude of a sphinx.

"The foremost of the authors that are never read?"

"Not read? You surprise me. I have not seen a magazine in which his name does not appear."

"No one reads magazines—except"—and he raised a finger tragically—"except the advertiser."

At this Lord Cloden looked expectant. Myrrha alone, her eyes fastened on the Englishman, seemed indifferent. But Mr. Stitt, sure of his effect, launched forth.

"The advertiser, you must know, wishes his wares to penetrate everywhere. To facilitate that penetration he has his advertisements written in a lively and engaging fashion. Do you imagine for one second that he will pay to have those advertisements inserted in a periodical whose reading matter is absorbing? Why, never in the world. He wants his wares heralded in magazines in which the reading matter is so soporific that the subscriber will turn to the advertisements for relief. The editor, who is not half as stupid as he looks, is aware of all this, and fully aware, too, that it is not the subscriber but the advertiser who must be coddled. For it is from the latter that profit comes. As a consequence, the contributors whom he selects are, considered as writers, below par, but as anesthetists they are unrivaled."

"Anesthetist, anesthetist! what is that?"

"Lexicographically, dear Mrs. Smithwick, an anesthetist is a gentleman who holds chloroform at you until you sink into the gentle and innocent sleep of the cradle. Colloquially he is one whose literary productions make you regard the advertisement of a cure for 'That Tired Feeling' as a wild and thrilling thing, that stamp it indelibly on your memory, that force you out of sheer cussedness to go and purchase the stuff. Oh, believe me, anesthetists have their value, and Mr. Howells has his!"

\* \* \* \* \*

Harris poured out the water with the solemnity of an augur offering a libation. But presently he disappeared, and the earl looked up.

"That is a most ingenious theory of yours about the advertiser. It explains so much. But does it explain why the public buy the magazines?"

"The public—the public?" Mr. Stitt with grand contempt had raised a hand, the fingers extended. "But let me ask you how many idiots does it take to make a public?"

## NEWSPAPERS IN CHINA.

The oldest established and most important of the Chinese journals is the *Pekin Gazette*, dating from the eighth century of our era. It is a sort of bulletin of laws and an official journal, giving account of the audiences, appointments and changes in the imperial regime, the reports of the authorities and councils. The information is furnished directly to the editor by the imperial palace functionaries, hence it forms a species of court circular.

There is, however, a non-official edition, which is published two or three days before the official issue. It is sold in the streets of Peking by runners, and is published daily. The

cost of the official edition is \$2.45 (ros.) per month, and the second edition 13s.; a manuscript edition is sold at 24s. a month.

The first non-official journal in China has been brought out at Shanghai for 30 years, then come the journals of Tientsin and Canton. Although these news-sheets were founded by Europeans, they are conducted by learned mandarins. The *Shanghai News*, which is the type of independent Chinese dailies, costs but a cent.

The French Jesuit missionaries established a one-cent journal, formerly monthly, but now a bi-monthly, and circulating largely amongst the Catholics in the Chinese empire.

There are also literary and scientific periodicals published, appearing at various certain times. Chinese papers never discuss politics, home or foreign (what a relief and sure means of peace). Newspapers now are read extensively, even in the most distant provinces of the empire.

The output daily of the *Shanghai News* is about 62,000 copies, the *Canton Gazette* 2,000. Since 1885 the *Shanghai News* has issued a monthly illustrated supplement which will give to the visitor or stranger a curious specimen of native art in colors. There are newspapers printed in English at Hong Kong as well as at Shanghai, one or two in Portuguese at Macao and a German newspaper at Shanghai.

## A BARBER'S AD IN 1820.

Clipped from the Hanover, Pa., *Guardian*, published in 1820:

"MICHAEL BIRD,"

"*Hair Barber & Principle Hair Dresser*,"  
HANOVER,

"Without let or leave, informs the public and private—his friends and foes—ladies and gentlemen, of all sorts and sizes, that he has again commenced the dignified avocation of *shaving beards and dressing heads*, in full style, together with all the many mysterious branches belonging to his profession. He relates anecdotes gratis, and confines himself as much to truth as is compatible with a barber's profession; and as it is one of his legitimate prerogatives to take even the gentlemen by the nose, he assures all whom it may concern, from the president down to the sawyer of wood, that he possesses the accomplishment of handling this peevish organ with the greatest delicacy and politeness. He *powders heads*, &c.—attends to the cultivation of whiskers—combs the *hair*—brushes coats, &c., all with taste and accuracy. His shop is in York-street, next door to his nearest neighbor, where he may at all times be found ready with water hot and razors keen.

"Hanover, April 26, 1820."

## QUAINT ADVERTISEMENTS.

A sign over a Chicago store reads: "Pickles and New York Sunday papers." One recently discovered in a Georgia village advertises "Ax Handles, Ink, Pens, and Cheese."

A Berkshire farmer announces—Know kows is allowed in these medders, eny man or women lettin thar kows run the rode wot gits into my medders aforesaid shall have his tail cut of by me.

OBADIAH ROGERS.

The columns of every weekly newspaper should be open to legitimate advertising. If the "out-of-town" merchant can out-advertise the "home" merchant, the former is entitled to his reward.—*Omaha World-Herald*.

### WHY NOT, INDEED? IT IS THE WAY TO DO.

Here's a queer advertisement from the *Congregationalist*:

**LOAN WANTED**—The pastor of a prominent church is in urgent need of a loan of \$500. Good interest. Ample security. Address "PASTOR," care of the *Congregationalist*, Boston, Mass.

After all, though, if a clergyman wants \$500 why shouldn't he advertise for it, as long as he sees fit?—*Exchange*.

### NAME A PRICE.

Office of "THE KENTUCKY ADVOCATE,"  
DANVILLE, Ky., April 14th, 1894.

### Publishers of PRINTERS' INK:

That little ten dollars' worth of advertising in PRINTERS' INK has already brought in advertising enough to more than pay for three months' insertion.

Publishers who would use your columns and name a rate low as ten cents an inch, for country papers, would find their investment a paying one. BOYLE G. BOYLE, Manager.

### NO EXCEPTIONS.

KENOSHA, Wis., April 16, 1894.

### Editor of PRINTERS' INK:

There is a notice posted in one of the little public parks of this city as follows:

**NOTICE!**  
All Persons are Cautioned to  
Keep Off the Grass.  
Cattle and Poultry Included.

Very truly, JNO. W. MUNSON.

### A CURIOUS COINCIDENCE.

The Brown Chemical Company, of Baltimore, is running an advertisement under the heading "When Doctors Disagree." The position insisted upon is at the head of a column, next to reading matter. In this connection a curious coincidence occurred the other day. The Tennessee State Medical Association was holding its annual meeting in Memphis, and one of the local papers, which was carrying the Brown ad, gave an account of the meeting, which appeared on the same page with the ad only two columns removed and was under the scare head-line, "Doctors as usual disagree."

### WHEN BANKERS ADVERTISE.

We know of only one town in the State of South Dakota where the bankers are not liberal patrons of the local papers. In most new towns in the West the banker is the liberal spirit; the mover of enterprises; the man who does most to sustain the local press and other public institutions, and to whom the town is most indebted for its thrift and prosperity.

Many a town in South Dakota has been put to the front by a liberal, progressive, advertising banker who was always ready to invest a dollar in publicity for a sure return of five in business.

The advertising bankers do the business, too; get more deposits, make more loans, sell more drafts and declare bigger dividends than their brethren who save a few dollars by refusing to advertise in the newspapers.—*Woonsocket (So. Dak.) News*.

### HE BELIEVED IN ADVERTISING.

C. H. Thompson, of Versailles, Ind., is a firm believer in PRINTERS' INK. He does not limit the province of advertising to mercantile pursuits alone, but utilizes the efficient agency even in social life. Recently his wife wished to give a carpet-rag sewing bee and Mr. Thompson printed invitations on cardboard and attached to each a bow made of bits of different colored rags; the effect was pleasing to a degree that would hardly be thought possible, and the uniqueness of the whole affair was such that every one receiving an invitation accepted. Result—more rags sewed than his wife could have done in months. "Ice-cream, etc., were served"—of course.

### SERVES AS A MODEL.

The Bowker Fertilizer Company, of Boston, Mass., issues a catalogue that approaches the highest standard of excellence. It is printed on fine paper, is profusely illustrated, has a good story to tell, and it tells it well. Any man who is interested in agriculture or advertising will profit by sending for this catalogue. Its perusal will be interesting and instructive. To a business man it may serve as a model upon which to construct a catalogue. When some one gets up one that is more creditable PRINTERS' INK hopes to receive a copy.

### AD-WRITERS' ASSOCIATION.

The Ad-Writers' Association of Washington, D. C., met on the 13th inst. at the Post Building and effected a permanent organization. Following the adoption of the constitution, came the election of officers, resulting as follows: President, G. A. Lewis; Vice-President, W. A. Hungerford; Secretary, F. H. Pierce; Treasurer, Isaac Gans. The Association held its initial banquet April 17th at Welcker's.

A CLEVER piece of advertising was lately originated in the office of H. M. Lee & Bro., of Los Angeles, Cal. They sent out a circular gotten up to represent a brief in a supposed case between High Prices, defendant, vs. H. M. Lee & Bro., plaintiffs. The arguments of the plaintiffs are set forth in a convincing manner and bring to the reader the conviction that the firm will do as it states—i. e., print as well and cheaper than any one else in Los Angeles. Messrs. Lee & Bro. assert that the circular has been the direct cause of bringing in several hundred dollars' worth of brief work, and they wish others to know what success has attended the novel advertisement. Doubtless copies of this unique circular can be had by application to the publishers.

THE *Messenger*, a local weekly at Manti, Utah, lately printed an editorial on the "Duty of the Paper." The following day a village merchant cribbed the whole thing, making what he doubtless thought a clever adaptation and headed it "Duty of the Store." He may have created neighborhood talk, but as a piece of advertising it was not exactly a success.

DR. R. C. FLOWER, of Boston, the noted specialist, has purchased twelve acres of land in a suburb of Atlanta, Ga., where he has already had plans drawn for a sanitarium to cost over \$150,000 when finished and equipped. A stock company is being formed and \$100,000 is to be spent in advertising during 1894 and 1895.

LOCAL STOREKEEPERS CIRCUM-  
VENTED.

WESTERN NEWSPAPER UNION,  
J. S. TEMPLE, Resident M'gr., }  
DENVER, Col., April 12, 1894. }

Editor of PRINTERS' INK :

I inclose a clipping from the *Mancos Times* showing how one country publisher got even with the merchants of his town who concluded it didn't pay to advertise. J. S. TEMPLE.

Nearly every citizen of the San Juan knows or has heard of John R. Curry, the pioneer in San Juan journalism. John is a stayer from Stayerville. He is honest, conscientious and one of the very best newspaper men in the West. Some seven years ago he located in Cortez, this county, and inaugurated its boom. Night and day he worked for the benefit of its people. At first his venture was comparatively well supported and all went swimmingly. Over a year ago patronage began to drop off. Professional men, one by one, drew out their cards; merchants, business men, etc., followed suit, until not a home advertisement adorned the columns of the *Journal*. This could not last long, so John put on his thinking cap. He well knew the value of advertising, but what to advertise was a poser. A thought struck him, and by hard efforts, pawning this and soaking that of his belongings, he managed to accumulate a little sum of ready cash, which he converted into peanuts, candies, canned goods, etc., and started a Spot Cash General Store. At first the opposition only indulged in a derisive smile. John, however, prospered. He added to his stock, branching out to safety pins, ladies' garters, powder puffs, wash boards, soap, corsets, flour, ham, beans, scented note paper, mince meat, etc., and advertised his goods for sale at extremely low rates. The opposition's smile changed to one of apprehension. John was doing a land office business. His store had to be enlarged, and a clerk added to the force. The opposition could stand the racket no longer, so they approached John with their advertisements. John smiled and said: "Sorry, gentlemen, but the Spot Cash Store monopolizes all the space I can spare in the *Journal*." It looks as if another newspaper is in demand in our neighboring village.

RATTLED.

EAST GREENWICH, April 12, 1894.

Editor of PRINTERS' INK :

DEAR SIR:—I read your little journal whenever I can get a copy, and although not a regular subscriber, I see it quite often through the kindness of my friends. In reply to your ad in the want column of April 11th, I submit the following, hoping it will be some use to you.

On the morning of April 4th, which is the date of the State election in Rhode Island, an enterprising business man brought out the following catchy ad:

"Voters of East Greenwich should be alive to the practical issues of the day and vote for the best interests of the town and so serve their own. Vote to keep trade at home and spend money where earned. Vote to encourage home enterprises and prohibit outside competition from undermining them. Vote to buy their Wall Papers at Wilbur's, where will be found a choice line of new patterns and low prices," etc.

Two days later another business man in the

town refused to let the local newspaper man write his ad, but came out with one of his own invention, as follows:

"Election is over, now vote to buy your Shoes at the East Greenwich Boot and Shoe Store," etc.

The gentleman was probably a little confused over the returns, as in his ad he not only carries a taint of the former ad, but he votes, or wants others to, after election is over. This is a little late in Rhode Island. The gentleman should read Mr. Hungerford's little poem on page 423 of the April 11th issue of *PRINTERS' INK*. Very respectfully, A WRITER.

THE DE VINNE OUTLINE.

Office of GEO. R. HALM,  
140 West Twenty-ninth Street,  
NEW YORK, April 12, 1894. }

Editor of PRINTERS' INK:

In your issue of April 11th I notice a communication signed Fred. G. Willard. In his note he lays claim to having invented what he calls the De Vinne outline. He says: "Since I conceived the idea of this design in August, 1892," etc. Without trying to detract from his idea of originality, I would respectfully refer him to the book published by the Century Company in 1886, and printed by De Vinne, entitled "The Boys' Book of Sports," and by turning to pages 123, 124 and 125 he will see his De Vinne outline designed by me for The Century Company in 1886. Each paragraph leads with a catch line in this style, all drawn and reduced by process to set with the regular type in which the article is set.

Yours truly, GEO. R. HALM.

A FRANK AND ORIGINAL HOOSIER.

Editor, Associate Editor,  
CHARLES W. PRICE, STEPHEN L. COLES, }  
Editorial Rooms "ELECTRICAL REVIEW," }  
13 Park Row,  
NEW YORK, April 12, 1894. }

Editor of PRINTERS' INK:

Out in Elkhart, Ind., the other day, I passed a shoe store that had recently failed. Over the door, extending across the front of the building, in vivid red letters on a canvas background, was this sign:

BUSTED!  
COME RIGHT IN.

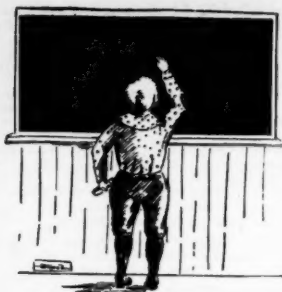
Whether the proprietor had been an advertiser or not I don't know, but his sign struck me as being rather frank and original.

Very truly, STEPHEN L. COLES.

PAINTED ADVERTISEMENTS.

Humorous as are newspaper advertisements, the productions of the artist who, with the marking pot and brush, travels over the country writing signs on everything that offers sufficient surface are not less so. This manner of advertising was inaugurated by P. H. Drake in 1861. In all the country roads he painted on fences and covered bridges an advertisement for Plantation Bitters. He was shrewd enough to know that the average American loves mystery, and adopted as his cipher or trade-mark "S. T.—1860—X," which several years later was translated, "started trade in 1860 with \$10."

To-day some of the most expensive advertising is to be found on the bulletin boards. One firm who does this class of work considers \$20,000 a small contract.—*Exchange*.



TEETH DRAWN WITHOUT PAIN.

—*Brooklyn Life.*

## KEEP TRYING.

"The storekeeper who expects to do much business in 1894 must practice the lesson taught in the following story: Two frogs found themselves in a pail of milk and they could not jump out. One of them was for giving up and said to the other, 'Good by; I sink, I die.' Said his mate, 'Brace up, you duffer! Keep a jumpin', and see what turns up.' So they kept jumping up and down all night and by morning had so churned the milk that it turned to butter, and they jumped off the butter to the ground.

"Applied to business the fable means this: If you want the business of 1894 to exceed that of 1893 'keep a jumpin'.' Don't cry, 'I sink, I die!' The merchant who continues looking for bad times will not survive to see good times. The man who keeps a jumpin' will see good times first. Carry a level head, buy standard goods and keep a good, clean stock, an attractive store and advertise with bright, attractive daily ads."—*Exchange.*

A man said to me, "I have tried advertising and did not succeed, yet I have a good article."

I replied, "My friend, there may be exceptions to a general rule, but how do you advertise?"

"I put it in a weekly newspaper three times and paid a dollar and a half for it."

I replied, "Sir, advertising is like learning, 'a little is a dangerous thing.'"—*P. T. Barnum's Autobiography.*

"That handsome young lady over there by the piano," said Banks, "is the daughter of a wealthy billposter, but she doesn't seem to be at all stuck up." "No," said Rivers, "but that is probably because her diamonds are not paste."—*Chicago Tribune.*

THE *Republican* of Rogers, Ark., to celebrate its sixth birthday, April 20th, arranged to have that issue the product of the women of Rogers, and its women correspondents exclusively.

To write an original advertisement every day in the year on the same never-changing theme, is very much like taking ten yards of dress goods and making a new and entirely different dress of it 300 times in succession. It takes a clever head to do either.—*M. S. Crawford.*

## OLD-TIME ADVERTISEMENTS.

Did you ever rummage through the dark corners of an old house and find a newspaper yellow and musty with age? Scan its advertising columns and see what interesting reading you have. It is not only an index of the customs of those times, but years have given a humor to them not equaled by the efforts of our greatest fun-makers.

Take, for instance, one which appeared in a London paper as late as 1874. It furnishes food for reflection:

Buggs, be they ever so numerous, are effectually destroyed by Thomas Jefferies, only surviving son-in-law and successor to Mr. George Bridger, bugg destroyer to his Majesty.

What householder who can receive no recompense for improvements from a grasping landlord will not sympathize with the writer of this:

Wanted—Immediately, to enable me to leave the house which I have for the last five years inhabited in the same plight in which I found it, 500 live rats, for which I will gladly pay the sum of \$25.

The following made its appearance in a New York paper a few years ago and would indicate that much of the public's confidence in the powers of the City Fathers at that time has evaporated.

Notice—At the last meeting of the Council it was ordered that Ald. Bryant and Norris be a committee for preparing a notice to parties now occupying lots in the cemetery unpaid for and to cause such notice to be served on such parties requesting them to call for deeds of such lots and to settle for same.

Genin, the hatter, bought the first Jenny Lind ticket at auction for \$25 because he knew it would be a good advertisement for him. "Who is the bidder?" said the auctioneer, as he knocked down that ticket at Castle Garden. "Genin, the hatter," was the response. Here were thousands of people from the Fifth avenue and from distant cities in the highest stations of life. "Who is Genin, the hatter?" they exclaimed. They had never heard of him before. The next morning the newspapers and telegraphs had circulated the facts from Maine to Texas, and from five to ten millions of people had read that the tickets sold at auction for Jenny Lind's first concert amounted to about \$20,000 and that a single ticket was sold at \$25 to "Genin, the hatter." Men throughout the country involuntarily took off their hats to see if they had a "Genin" hat on their heads. At a town in Iowa it was found that in the crowd around the post-office there was one man who had a "Genin" hat, and he showed it in triumph, although it was worn out and not worth two cents. "Why," one man exclaimed, "you have a real 'Genin' hat; what a lucky fellow you are." Another man said, "Hang on to that hat; it will be a valuable heirloom in your family." Still another man in the crowd, who seemed to envy the possessor of this good fortune, said, "Come, give us all a chance; put it up at auction." He did so, and it was sold as a keepsake for \$9.50. What was the consequence to Mr. Genin? He sold 20,000 extra hats per annum the first six years. Nine-tenths of the purchasers bought of him probably out of curiosity, and many of them, finding that he gave them an equivalent for their money, became his regular customers. This novel advertisement first struck their attention, and then, as he made a good article, they came again.—*P. T. Barnum's Autobiography.*



## AMERICAN NEWSPAPERS.

THE FOLLOWING IS A TABLE SHOWING THE NUMBER, AND FREQUENCY OF ISSUE, OF NEWSPAPERS AND PERIODICALS PUBLISHED IN THE UNITED STATES AND DOMINION OF CANADA, ACCORDING TO THE AMERICAN NEWSPAPER DIRECTORY FOR 1894, WHICH WILL BE ISSUED TO SUBSCRIBERS ON TUESDAY, MAY 1ST.

	Daily.	Tu- Wed.	Semi- Weekly.	Bi- Weekly.	Semi- Monthly.	Monthly.	Bi- Monthly.	Quar- terly.	Total.
Alabama.....	19	..	1	166	1	4	16	..	207
Alaska.....	..	..	..	3	..	..	1	..	5
Arizona.....	9	..	1	29	..	..	..	..	39
Arkansas.....	16	..	..	191	..	4	17	..	231
California.....	93	..	6	448	..	4	86	..	637
Colorado.....	31	..	3	230	..	2	22	..	289
Connecticut.....	44	..	1	112	3	3	35	2	206
Delaware.....	6	..	..	27	..	1	5	1	40
District of Columbia.....	4	..	..	33	..	2	30	2	45
Florida.....	15	1	2	103	1	1	9	..	131
Georgia.....	23	..	..	238	..	4	38	..	303
Idaho.....	8	..	2	47	..	..	..	..	52
Illinois.....	134	1	19	1,070	6	31	225	5	1,570
Indian (Territory).....	2	..	..	34	..	..	2	..	38
Indiana.....	110	1	5	546	2	7	79	..	733
Iowa.....	60	2	14	814	3	10	70	1	978
Kansas.....	39	..	..	625	1	3	50	2	732
Kentucky.....	24	1	6	236	2	5	25	..	289
Louisiana.....	15	..	1	141	..	3	12	..	172
Maine.....	16	..	2	106	1	5	57	..	192
Maryland.....	13	..	..	135	2	4	37	1	197
Massachusetts.....	80	..	2	358	8	11	171	4	664
Michigan.....	53	..	11	565	3	15	76	3	737
Minnesota.....	37	..	3	438	3	11	51	2	549
Mississippi.....	9	2	..	150	..	2	7	..	170
Missouri.....	85	2	8	675	1	17	107	2	907
Montana.....	11	1	1	63	..	2	6	..	84
Nebraska.....	33	1	8	559	..	4	34	..	639
Nevada.....	9	..	1	17	..	1	..	..	28
New Hampshire.....	14	..	..	82	1	..	19	..	117
New Jersey.....	49	2	2	255	2	7	44	4	367
New Mexico.....	7	..	..	48	..	1	1	..	57
New York.....	177	2	36	1,114	2	43	554	23	2,001
North Carolina.....	18	..	..	163	1	5	20	..	208
North Dakota.....	9	..	..	118	1	1	6	..	135
Ohio.....	140	4	24	773	8	19	125	2	1,108
Oklahoma.....	10	..	1	73	..	1	5	..	90
Oregon.....	19	..	4	141	..	1	21	..	185
Pennsylvania.....	193	3	21	925	8	23	216	8	1,408
Rhode Island.....	16	..	1	37	2	..	13	..	70
South Carolina.....	8	1	6	97	..	4	8	1	125
South Dakota.....	16	..	1	224	..	1	18	1	261
Tennessee.....	17	..	4	222	..	4	26	..	275
Texas.....	54	1	8	551	..	4	36	1	656
Utah.....	10	..	7	34	..	5	8	..	64
Vermont.....	3	..	..	63	..	3	11	..	80
Virginia.....	30	2	6	184	..	1	40	3	270
Washington.....	18	2	..	183	..	2	21	..	227
West Virginia.....	12	..	..	144	1	1	8	..	166
Wisconsin.....	49	..	5	450	4	8	33	2	551
Wyoming.....	5	..	..	32	..	..	..	..	37
Total United States.....	1,853	29	223	14,077	62	290	2,501	70	19,302
British Columbia.....	7	..	1	15	..	1	1	..	25
Manitoba.....	2	..	3	36	..	1	11	..	53
New Brunswick.....	8	..	2	27	1	..	10	..	48
N. W. Territories.....	1	..	2	12	..	..	..	..	15
Nova Scotia.....	7	2	3	45	1	1	7	..	66
Ontario.....	43	..	6	362	2	13	80	1	507
Prince Edward Island.....	3	..	1	11	..	..	1	..	16
Quebec.....	16	1	4	75	2	5	28	1	132
Total Canada.....	87	3	22	553	6	21	183	2	862
Newfoundland.....	2	..	1	2	..	..	..	..	5
Grand Total.....	1,942	32	246	14,632	68	311	2,689	72	20,169

## RANDOM NOTES.

By Wilder Grahame.

## A BIG CONTRACT.

The W. L. Douglas Shoe Company are preparing to place between the first of June and middle of July what is probably the largest advertising contract ever sent out by them or any other shoe establishment. An advertisement will appear in at least one paper in every town in the United States where one is published, and quite a large slice goes into Canada. The appropriation will be far in excess to \$100,000. In a year of off rates like the present this will go much further than ordinarily, and Douglas is sharp enough to know it.

It is said that Brockton merchants can get better rates for their goods than can their neighbors, all on account of the Douglas advertising and the reputation he gives the place. Here is a point for "Boards of Commerce," and others who want to build up a town. Get some enterprising advertiser to locate there.

The name of Douglas is so well known that packages of newspapers sent to the post-office of Douglas, Mass., frequently find their way to the great shoe man.

The Goodyear Shoe Machinery Company are to run quite an extensive line of advertising in United States and Canadian publications.

How is this effort from a country merchant? It appeared recently in the *Conneautville (Pa.) Courier*.

Said Tom to Dick: "I'm very poor."

Said Dick: "I know the reason."

You pay too much for boots and shoes.

You ought to trade with Gleason."

A few years ago people noticed a quaint ad of a Western paper, *The Great Divide*, in several prominent magazines. Five hundred dollars was the amount spent upon it the first month and the publishers, after reviewing the scanty replies and scantier orders, felt that it had been money thrown away. Still, they continued to advertise, always in the more costly publications. A man hung to a telegraph pole, the famous "He was Skinned Alive" ad, and kindred subjects being illustrated and placed before the public from time to time. The attention of the advertising experts, or rather their abhorrence, began to be attracted, and those advertisements were freely criticised, pulled to pieces and condemned, particularly for use in high-grade periodicals. At that time both publisher and editor were boys. The first issue of *The Great Divide* was 20,000 copies, of which only one went to a regular paid subscriber.

That was five years ago. That one subscriber is still with them, and enough more to enable them to carry some 300 inches of advertising at 50 cents per line. Their own advertising seemed at first a dead loss and for a long time unprofitable, but they persevered in it until that and their own good management built up for them one of the few really vigorous journalistic ventures of the day.

## IS IT NEW?

AYER, Mass., April 11, 1894.

## Editor of PRINTERS' INK:

I have noticed that in lithographs furnished to several dramatic troupes by the Spinger Lithograph Company of New York, in various scenes, where practical, a piano is introduced bearing the name "Chickering" in large letters. Is this not a new field for advertising?

JOHN KENNISON.

## Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

## CHURCHES' HOSPITALS AND SOCIETIES!!

In need of money can raise any amount by means of our patent Coin Mailing Card. Send for free sample and comprehensive plan to ALVORD & CO., Detroit, Mich.

## Arthur's and Peterson's.

\$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.



NORA.—I wonder what

*Ripans • Tabules*

are? I see them advertised everywhere.

DORA.—Well, I can tell you. They are a household necessity.

## ADVERTISERS

desiring information as to the ways and means of opening up business in

ENGLAND, SOUTH AFRICA, or AUSTRALIA, INDIA,

are invited to communicate with

## C. MITCHELL &amp; CO.,

the well-known Advertising Contractors, through whom many of the largest American firms have been introduced to the English and Colonial markets.

## 50 Years' Experience

in placing the most extensive contracts in the above-named countries has resulted in the certainty of execution under all the most favorable conditions.

## C. MITCHELL &amp; CO.

Compilers and Publishers of "THE NEWSPAPER PRESS DIRECTORY" (40th year of issue); Proprietors of LONDON "FAME," a Journal for Advertisers.

12 & 13 Red Lion Court, Fleet Street,  
LONDON, E. C.

**BEST  
HALF-TONE  
PORTRAIT,**  
Single col.,

CHICAGO PHOTO ENG. CO., 185 Madison.

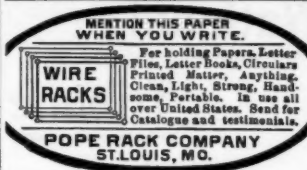


**THE CRYSTAL  
PAPER WEIGHT  
Advertising  
Clock.**

Write for prices.  
**BAIRD  
CLOCK CO.,**  
Plattsburg,  
N. Y.

**RAPID ADDRESSING.**

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.



**WE HAVE A NEW STYLE**

# Babcock Dispatch Press,

6-Column Quarto, Double Feed (Speed 2800 per hour), in use slightly more than one year,

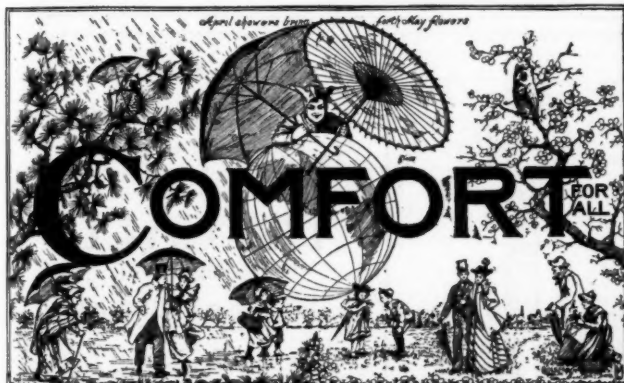
**FOR SALE AT BARGAIN.**

Replaced by our "NEW MODEL WEB"

(Speed 9 to 12,000).

**CAMPBELL PRINTING PRESS & MFG. CO.,**

160 WILLIAM STREET, NEW YORK. 334 DEARBORN STREET, CHICAGO.



VOLUME 6 NO 6 (MAY 66) APRIL 1894 PUBLISHED BY THE GANNETT & MORSE CONCERN AUGUSTA MAINE.

THE AMERICAN NEWSPAPER DIRECTORY FOR 1891, as well as every other recognized authority, gives **COMFORT**

## THE LARGEST CIRCULATION IN AMERICA.

One Million two hundred and twenty-one thousand copies every issue.

Facts and Figures under oath.

That's why, if you put it in **COMFORT** it pays.

Send for a copy and note the recent improvements which are adding over four thousand new paid-up yearly (and 2 years') subscribers per week even in these times of depression.

Space of agents or of us. **THE GANNETT & MORSE CONCERN**, Publishers **COMFORT**. Home Office, Augusta, Me. Boston Office, John Hancock Bld'g. New York Office, Tribune Bld'g.

**SUMMER BOARDERS.**

THE  
**National**  
**Tribune**

OF WASHINGTON, D. C.,

reaches the most prosperous people in every town in the North and West.

Summer Hotel Proprietors would do well to use its columns to reach a paying class of patrons. Address

**THE NATIONAL TRIBUNE,**  
 WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

**THE**  
**TOLEDO**  
**BLADE.**

**The Daily Edition** has the **LARGEST CIRCULATION** of any daily newspaper published in Ohio, excepting only Cleveland and Cincinnati papers.

**The Weekly Edition** has an immense general circulation —always over 100,000.

For advertising rates, in either edition, address

**THE BLADE,**  
 TOLEDO, OHIO.



The key to success is not as large as this one, but it is not hard to find when you know where to look for it.

**Eight-Tenths**  
**Of All Domestic Buying**  
**Is Done by Women.**

○ ○ ○

**“THE CALL”**

IS A FAVORITE WITH

**The Women of Philadelphia.**

THEY BUY  
 OTHER PEOPLE'S GOODS;  
 WHY NOT YOURS?

○ ○ ○

**EDGAR M. HOOPES,**  
**WILMINGTON, DEL.,**

*Manager of the Foreign Advertising of  
 “The Call.”*

## WHY I BOUGHT A CONTROLLING INTEREST IN THE SILVER CROSS.

A. H. Page.

There was brought to my attention last fall, with a view to my acquiring an interest in the property, the *Silver Cross*, the magazine of the Society of the King's Daughters.

Having no previous knowledge of the property or its constituency, my investigation was from the bottom up. Here was a handsome, high-class publication, of large circulation and established reputation, which was the sole organ of a society of nearly 400,000 registered members, having branches or circles in over 10,000 cities and towns throughout the United States, managed by such notable women as Mrs. Margaret Bottome, Mrs. Mary Lowe Dickinson, Mrs. I. Davis, Mrs. Seth Low, Mrs. Lyman Abbott, etc., an organization which last year built, maintained or largely contributed to over 300 churches, hospitals and orphan asylums, and in addition raised over \$60,000 for special work.

I found that these 400,000, while recruited from various classes, were active, energetic, enthusiastic women, many of whom were wage earners, many housekeepers of moderate means, and many again women of large wealth anxious to help along so good a work, all of highest character, of independent means and of high purchasing power.

I found that this magazine was being taken by the leading members of all of those circles or branches of King's Daughters, and was so circulated among the others that the number of careful readers which each copy of the magazine had was undoubtedly greater than that of any other publication in the country. These facts, it seemed to me, made it a magazine of extraordinary value for advertisers. The field

occupied by it is distinctly its own. In no other publication can be found the official utterances of its various officers, and the *Silver Cross* stands for the King's Daughters exactly as the *Congressional Record* does for the House of Representatives. For eight years it has been the recognized mouthpiece of the society, and is edited by their general secretary, Mrs. Mary Lowe Dickinson.

The King's Daughters has a list of 400,000 registered members, which is growing at the rate of three to four thousand a month, and the *Silver Cross* goes to every one of them this year, taking three States a month, in addition to its regular circulation. I know no other field offering so much to the advertiser as that reached by the *Silver Cross*.

Many large advertisers have realized the value of this field in the past and have vainly tried to buy a copy of our membership list. They are now taking advantage of the fact that we are sending the *Silver Cross* to every member of the order this year to cover this field at a trifling expense.

Among those who have given us orders within the last sixty days may be mentioned Cleveland Baking Powder Co., Royal Baking Powder Co., Beecham's Pills, Alcock's Porous Plasters, Packer's Tar Soap, Arnold, Constable & Co., James McCreery & Co., Best & Co., Pope Manufacturing Co., Warner Bros., Ferris Hams, Jas. McCutcheon, Ferris Corsets, New England Conservatory of Music, Metropolitan College of Music, Cincinnati College of Music, Stephen F. Whitman & Co., W. A. Burpee, Richardson & Robbins, G. B. Callman, Demarest Sewing Machine Co., Alfred Dolge, Wilcox & White Organ Co., G. A. Scott, Baker's Chocolate, E. W. Hoyt & Co., A. Passarge, J. & R. Lamb, E. P. Dutton, Theo. Nelson, Jos. Potts, Houghton, Mifflin & Co., Roberts Bros., International News Co., Art Amateur, Dempsey & Carroll, Meriden Britannia Co., Briggs Pianos, Deltarte Corset Co., Merwin, Hulbert & Co., Fougere, Christy Knife, Electropoise, Bon Ami, J. F. Ingalls, R. H. Ingersoll, New York & London Electric Association, Fiske's Fountains, etc.

Possibly these orders are the best answer to the question, "Why I bought the *Silver Cross*?"

# TO COVER THE PROSPEROUS ROCKY MOUNTAIN COUNTRY

JUDICIOUS  
ADVERTISERS  
USE

## THE COLORADO

N. EISENLORD,  
MANAGER.



## WEEKLY SUN

DENVER,  
COLO.

### CIRCULATION

FOR WEEK ENDING  
April 14, 1894.

Colorado	4215
Texas	3686
Oregon	2150
Kansas	1645
California	1613
Nebraska	1440
Washington	1404
Idaho	1060
South Dakota	963
Missouri	956
Utah	936
Montana	921
Wyoming	810
Indian Territory	761
Illinois	601
Arizona	540
Nevada	536
New Mexico	517
Oklahoma	515
North Dakota	503
Minnesota	498
Iowa	468
Michigan	368
Indiana	130
New York	91
Ohio	83
Pennsylvania	67
Wisconsin	45
Arkansas	45
Canada	38
Tennessee	32
Massachusetts	34
West Virginia	18
North Carolina	17
Maine	15
Kentucky	14
Vermont	14
Georgia	10
Florida	10
South Carolina	8
Alabama	8
Delaware	7
Mississippi	7
Virginia	6
Louisiana	6
New Jersey	5
Connecticut	4
Rhode Island	4
Maryland	2
Foreign	2
District of Columbia	2
New Hampshire	1
Old Mexico	1
Alaska	0
<b>Total</b>	<b>26,722</b>

THE WEEKLY SUN is the only paper offering to furnish advertisers post-office receipts each week.

*No other newspaper in the Rocky Mountain Country claims one-sixth the circulation of THE WEEKLY SUN, and it is a well-known fact that the regular weekly issue of THE SUN (which does not count exchanges or deadheads) is fully four times the COMBINED total weekly issues of the other three DENVER papers.*

Contracts accepted on guarantee that circulation shall not fall below 26,000, during life of order, and should it drop below that figure to make proportionate rebate.

ADVERTISING RATES:

**Only 10c. per Agate Line.**

NO DISCOUNT FOR TIME OR SPACE.

For Sample Copies or further information, address

**THOS. D. TAYLOR,**

MANAGER EASTERN OFFICE,

TRIBUNE BUILDING,

NEW YORK CITY.

# A BLOCK OF FIVE

SHOWING THE RELATIVE MERITS OF THE THREE  
DAILY NEWSPAPERS OF DENVER, COLO.

**Monday's Advertising.**  
**NEWS, 23 Columns.**  
**REPUBLICAN, 23 Columns.**  
**TIMES, 30 Columns.**

**Tuesday's Advertising.**  
**NEWS, 22½ Columns.**  
**REPUBLICAN, 21 Columns.**  
**TIMES, 30½ Columns.**

**Wednesday's Advertising.**  
**NEWS, 20 Columns.**  
**REPUBLICAN, 22 Columns.**  
**TIMES, 32 Columns.**

**Thursday's Advertising.**  
**NEWS, 22 Columns.**  
**REPUBLICAN, 22 Columns.**  
**TIMES, 32 Columns.**

**Friday's Advertising.**  
**NEWS, 22 Columns.**  
**REPUBLICAN, 22 Columns.**  
**TIMES, 55 Columns.**

**THE  
TIMES  
TOTALLY  
ECLIPSES  
ALL**

**CASH  
CIRCULATION  
EXCEEDS  
21,000  
COPIES  
DAILY**

**A PROPHET  
NOT  
WITHOUT  
HONOR.**

**WHERE  
THE  
TIMES**

**IS KNOWN  
'TIS USED.**

**THE MERCHANTS OF DENVER KNOW.  
THE MERCHANTS OUTSIDE OF DENVER CAN FIND OUT.**

**LARGEST CIRCULATION (ALL CASH) IN DENVER.**

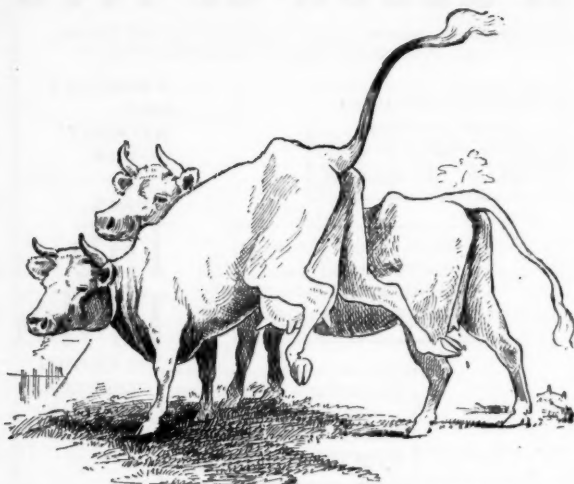
FOR RATES AND INFORMATION, ADDRESS

**GEORGE E. RANDALL, Manager New York Office,  
ROOM 78, TRIBUNE BUILDING.**



# THE GENUS BOS—TWO KINDS.

The Pressman who works for a boss who buys news inks at double price on 4, 6, or 8 months' credit, sometimes gets handsome presents from the salesman of the ink house and they go off together and have a high old time.



The Pressman whose boss buys ink of me at half the price and pays cash down, gets no presents, and becomes, like me, sober and industrious, but serviceable.



He thereupon gets better wages, and all are benefited. My prices for News Inks,

**BEST IN THE WORLD, ARE**

ADDRESS

**WM. JOHNSTON,**

FOREMAN PRINTERS' INK PRESS,

10 SPRUCE ST., NEW YORK.

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

# It will pay publishers

to have their  
Advertising Patrons

## Read Printers' Ink.

—  
Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.  
—

For five years the Washington, D. C., *Star* has invested less than two hundred dollars annually in subscriptions to PRINTERS' INK. It began in 1890, ordering copies to be sent to its advertising patrons. In 1891 the subscriptions were renewed and other names added. In 1892, the experiment having proven most satisfactory (as was shown by the declarations of the recipients of the *Star's* practical gift), the *Star* subscribed to PRINTERS' INK in the names of 87 of its patrons. In former years it had paid for subscriptions in advertising space, but in 1892 on account of a peculiar ruling of Mr. Wanamaker, then Postmaster General, the *Star* paid for the subscriptions in cash. Before doing so, however, it took occasion to address its beneficiaries and to receive from each an expression of views con-

cerning the value to them of PRINTERS' INK. Here is what some of them said:

1. I want it, for I consider PRINTERS' INK an instructor and assistant and would not be without it. I intended to forward a subscription direct.

2. We regard it as being of much value in the advertising department.

3. We consider it a very valuable aid in advertising.

4. I thank you very much for that excellent little publication. It is, in my opinion, a great help to any one in forming ads, and I consider the little pamphlet valuable.

5. PRINTERS' INK fills the bill as an educator in the art of successful advertising.

6. I shall be only too glad to continue receiving this almost invaluable little text-book on advertising, as I find it of great assistance in my business.

7. I have found PRINTERS' INK serviceable.

8. I may say that the present is doubly appreciated, because I now know the value of this little journal, having been a paid subscriber the past year.

9. I was just about to renew my subscription which expires next month.

10. I beg to thank you for sending me this great help to advertisers.

11. I fully appreciate the assistance which it renders.

12. I find it quite a valuable help in my advertising.

13. It has been of benefit to me in conducting my advertising and I should feel its loss very much.

14. PRINTERS' INK is a teacher that would be sadly missed, especially by those like myself who write advertisements.

15. PRINTERS' INK is appreciated by me. I wish to thank you for it.

16. Certainly, I shall be glad to have it and if not gratuitous I would subscribe for the same.

17. Having found it interesting and instructive, I must confess it is a great aid in advertising.

18. We appreciate it.

19. We find it very valuable.

20. The little work is both interesting and instructive.

21. I didn't know your intentions, and considering it such a valuable little publication, I sent my subscription direct to the house of Rowell & Co., for which I hold the receipt.

22. We appreciate the value of the paper.

23. We will be thankful to have our name included for both subscriptions.

24. We shall be pleased to continue receiving PRINTERS' INK.

25. I consider PRINTERS' INK of great value. We think it an excellent magazine.

26. We would consider it a favor if you will kindly continue us on the list of recipients of this valuable little work.

27. We appreciate the journal highly.

28. We find it is one of the most interesting papers that we receive. We always carefully peruse it, being anxious to get what benefit we can in the way of advertising knowledge.

29. We consider PRINTERS' INK a very useful journal to every advertising business house.

30. It is of great benefit to the person wishing to do any advertising.

31. PRINTERS' INK is a most welcome visitor.

32. I am confident that my advertising is made by business and I read everything bearing on the subject.

# Successful Advertising —

May or may not seem easy, but, as has been well said, there is nothing obscure about it. If you want more customers, and think that you deserve them, you had better advertise for them. That is the way they are to be got.

Advertising facilitates business, makes the transactions of business easy. Here are the goods and prices, there are the customers. Introduce them to each other.

We have for years studied the art of advertising; have expended millions of dollars for ourselves and others; know the results of expenditures in different directions and through all mediums. We never yet knew a man to advertise his wares liberally, judiciously and steadily that it did not pay. Yet there are thousands of manufacturers and tens of thousands of men having articles that they declare ought to be "in every household in the country," who advertise as closely as though they had at heart no faith in it all. How can they expect to get their goods everywhere unless some knowledge of the articles gets into the family through advertising?

To those who desire advice, we venture to say that they cannot do a better thing for themselves than by consulting with us. No retaining fee is required, but the advice and special advantages which we can give illustrate that sometimes the most valuable things cost nothing.

"THE BEST THEY SAY ARE GIVEN AWAY;  
NONE LEFT FOR SALE ON MARKET DAY."

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The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.